

# MICRON MOMENTS

REFERRING TO  
EVIDENCE

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## WITNESS, EXHIBIT A!

Sometimes in a presentation, you must give evidence to back up an argument. This can include academic studies, market research, interviews or questionnaires, or many other sources where either you or somebody else has done documented research. In this Micron Moment, we will cover some language to refer to evidence and how to incorporate it into your presentations.

## EXAMPLES

### Language for referring to evidence:

- ✓ (academic studies, medical evidence, etc) show / shows that... \*(clear evidence)
- ✓ (market research, personal experience, etc) suggests ... \*(more opinion but backed up with clear facts or connections)
- ✓ is already being used/done, which already demonstrates how effective it is.
- ✓ is proof/proves that...
- ✓ is backed up by...
- ✓ The evidence is clear that...



## EXAMPLE PRESENTATION

(The following is part of the main presentation on using the Micron bus)

...Traffic studies show that when the price of gas goes up, more people use public transportation. Due to this relationship and our own research, it suggests that more Micron employees will be relying on the Micron bus to come to work. This trend is backed up by increased ridership every year since we started this service.

We currently run three buses between Saijo station and Fab 15 each day. Approximately 70% of Micron staff in the Higashi-Hiroshima area are using this service. This high number demonstrates that it is an effective tool for people to come to work and save money. One issue that is brought up is that some people can't use the bus because they may live in Saijo but using the bus may be inconvenient. The evidence is clear that we need to may need to expand the routes or the number of buses or both.

## YOUR TURN!

Talk to your instructor about one of the following topics using language to refer to evidence.

1. Global warming is getting worse.
2. The decreasing birth rate in Japan is a serious problem.
3. Japanese work culture can be harmful to your health.
4. American fast food (McDonalds, Burger King, Pizza Hut, Dominos) shouldn't be allowed in Japan because it is really unhealthy.

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