

Correlations reported in Prudential commercial

The video says, “**Studies show, you have a chance to live longer IF...**”

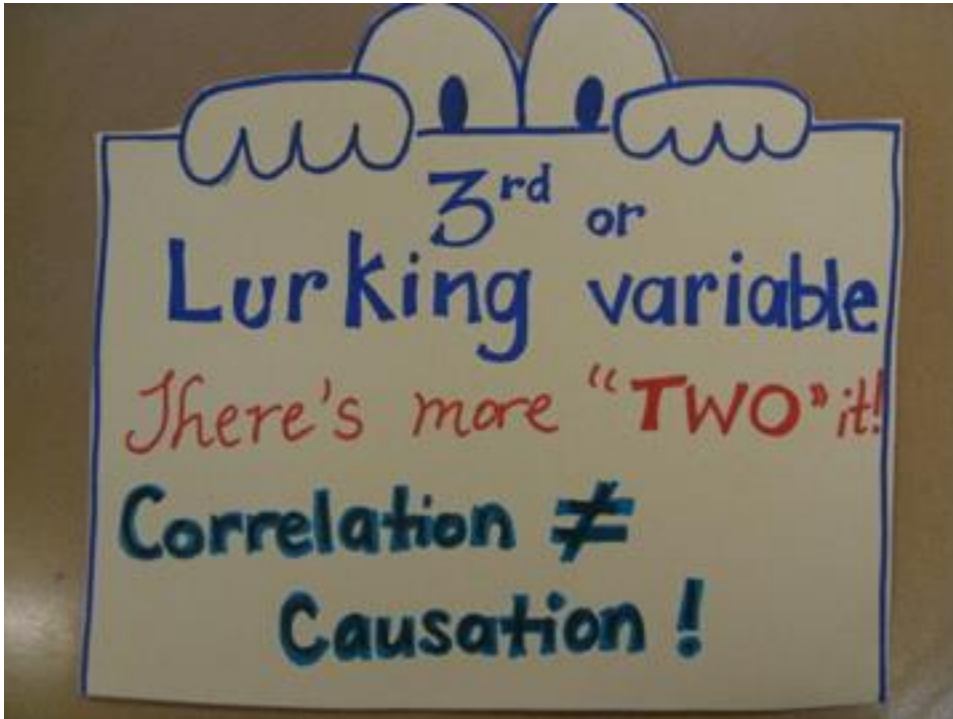
• Eat a Mediterranean diet	•
• Drink a glass of wine everyday	•
• Enjoy gardening	•
• Live on a mountain	•
• Are a woman	•
• Work near indoor plants	•
• Are Hispanic	•
• Floss often	•
• Live in the country	•
• Do lots of yoga	•
• Are a married person	•
• Have four or more children	•
• Occasionally indulge in dark chocolate	•
• Are right-handed	•
• Having a good relationship with mom	•
• Having a younger mother	•
• Having a name that begins with A	•
• Having a pet	•

Video ends with...If you have all these.... “THEN you can live longer”

1. What is wrong with If > then statements?
2. Name one or more lurking or 3rd variable for some of the correlations (in chart)

3. How do third variables or lurking variables show that CORRELATION DOES NOT EQUAL CAUSATION

Give at least one 3rd variable/lurking variable in the list
REMEMBER: There's more "TWO" it!



Mnemonic and handout created by Maria Vita
Special thanks to Jon Mueller for his [Correlation/Causation page](#) and for his assistance via email regarding causal language