



1. Locate and watch "Power Balance Demo" or "Power Balance Tests," in which an athletic trainer leads an athlete through a series of tests showing how the Power/Balance hologram bracelet increases the athlete's abilities.

a. What have they (Power/Balance people) been able to do (the science makes the hologram work)?

b. To work, the product must be (select one)

- worn on a bracelet                       placed on the head  
 within one to three feet of the body's energy field  
 within one to three inches of the body's energy field

c. With the Power/Balance, the athlete demonstrates (select all that apply).

- better balance                       greater strength                       faster reaction time                       increased flexibility

2. Locate and watch "Power Balance Wristband on Today Tonight!"

a. What is the natural frequency of the body's energy field?

b. Characterize the nature of the piece.

- Promotional: Supportive of the product, testimonials and demonstrations support product's claims, may include energetic, happy, upbeat music soundtrack  
 Even-handed: Opposing points of view: some for, some against, viewers left to decide for themselves, may lack a music soundtrack  
 Exposé: Combative interview (interrogation) forcing promoter to confess wrongdoing or evade questions, may include "dark," minor-key music soundtrack

3. Locate and watch "Power Balance Bracelets on Today Tonight 22/12/2009" (or same video clip with audio and video properly synchronized).

a. i. Melbourne chiropractor, Matt Bateman, states that he could not fake what percent increase in strength and stability?

ii. What does this suggest about someone who could normally bench press 200 pounds?

b. In the test, the volunteers were first put through their paces by the Power/Balance promotor, Tom O'Dowd. Of the six volunteers, how many had positive effects?

c. When only one of the six volunteers had the Power/Balance hologram, was Tom able to identify that person in the

i. first test:  Yes  No                      ii. second test:  Yes  No                      iii. third test:  Yes  No

d. What is the best conclusion to draw from the tests?

e. Characterize the nature of the piece.

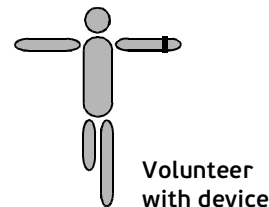
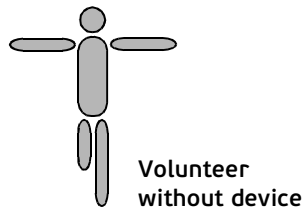
\_\_\_promotional

\_\_\_even-handed

\_\_\_exposé

4. Locate and watch “Power Balance EFX Scam Fraud” (or equivalent Skeptic Zone / Richard Saunders “Applied Kinesiology” video clip).

a. What is the technique used by the test administrator in the “body trick” showing better balance? Show and describe how the force is applied to the volunteer in each case.



b. i. What is the explanation for the flexibility test?

ii. Recall the previous videos promoting the Power/Balance device. Were volunteers ever given the device for the first test and then asked to repeat the test without the device?

5. Watch the “Power Balance Wristband on Today Tonight!” again. Pay particular attention to the balance test administered to the woman beginning at approximately 1:53. Mute the sound and concentrate on the video.

a. Which hand (left or right) does the dark-shirted Power/Balance representative use to topple the woman when she’s not wearing the bracelet?

b. Which hand does he use when she is wearing the bracelet?

c. How does this relate to Richard Saunders’ explanation of how the balance trick is done? See 4.a. above.

WebQuest Extras: Locate, read, and print the first page of a reliable web page that

1. describes the Placebo Effect.

2. describes the Ideomotor Effect.

3. includes a scientifically valid description of the human body’s energy field. (Note: Reiki is scientifically unfounded.)

4. describes a scientifically valid connection between the frequency 7.83 Hz and the human body.

5. describes how a frequency or set of frequencies can be embedded in a Mylar hologram.