



TOK Current
Events / KQ
Analysis
Presentation

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Brief

This article shows how major beverages companies, like Coca-Cola, Pepsi, and Nestle are funding research that shows that humans become obese due to a lack of exercise rather than what they consume. This article was intended for the consumers, to raise an issue about claims subordinate to major companies. This article holds the perspectives of the major food companies as well as the other researchers against it.

Question/Issue Raised

"To what extent can we use rationalities to evaluate competing views?"

Fallacies in Proclaiming Bias

- How do we know if a research funded by companies are biased in approach?
- What are the evidence?
- Effects on quality of knowledge.

Recontextualize

- This scenario of deflecting blame to others can be seen in the debate of gun violence.

<https://www.washingtonpost.com/news/the-fix/wp/2015/10/26/gun-control-americans-overwhelmingly-blame-mental-health-failures-for-mass-shootings/>

<https://www.thetowntalk.com/story/opinion/2019/08/16/writer-why-we-blaming-guns-not-killers/2022776001/>

Recontextualize

- Another real-life scenario was when the big tobacco companies were under fire for the amount of people that died due to smoking. They deflected the blame from themselves to the people.

<https://medcitynews.com/2010/11/stop-blaming-big-tobacco-for-smokers-decisions/?rf=1>