**ANALYTICAL DECISION-MAKING**

**Learning Outcome 2: ACTIVITY 3**

**Data Retrieval - VACS**

*In small groups:*

1. Identify what type of business information could be false and/or misleading in the following:
   * **Newspaper headlines**
   * **Graphs and statistics**
   * **Advertising – photographs**
2. How could these be VACS tested?

Give feedback to the rest of the group.