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Choosing Effective Examples and Analogies

SOLUTIONS

1. For each of the following topics, give an analogy to suit a general audience.
 - a. “Knee deep.”
 - b. “Polar opposites.”
 - c. “All over the map.”
 - d. “Faster than a speeding bullet.”
 - e. “A handful.”
 - f. “As heavy as an elephant.”
 - g. “Going through the roof.”
 - h. “Like it fell off a cliff.”
 - i. “Like a broken record.”

3. Analogies for small size.
 - a. Pea-sized
 - b. Like a grain of sand or a seed
 - c. Like a speck of paint
 - d. Like a drop of water in an Olympic-sized swimming pool

5. Use of information from Illinois in 1990.
 - a. Comparison of the state and its largest city in the same year.
 - b. Analysis of trends over time in the entire state.
 - c. Comparison of one age group to the total population.
 - d. A poor choice, as too many dimensions differ (time, place, and age).

7. Using a \$1.00 increase as a contrast.
 - a. Reasonable.
 - b. Too small. Look at \$50 difference.
 - c. Reasonable.
 - d. Okay or possibly too large. Also consider smaller contrasts.
 - e. Way too small. Look at difference of several hundred dollars.