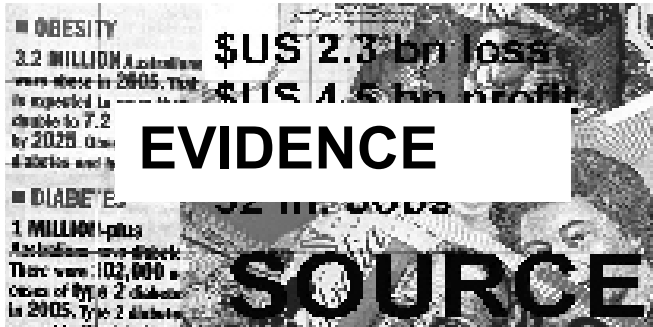


# 7. The evidence



## Facts and figures

Statistics, surveys, expert opinion and quotes, peer reviews and research (from reputable institutions)

## Trust and credibility

It is important that the author is well-informed on a subject as this knowledge helps to build trust with readers. Typically, authors rely on a variety of evidence such as:

- ◆ current statistics, reputable and balanced surveys and research reports;
- ◆ references to expert opinion; and
- ◆ logical and informed reasons.

## “People” stories

Anecdotes  
Human-interest stories  
Personal/first-hand experiences and observations  
Eye-witness accounts  
Case studies and  
Quotes

## Personal connections and descriptions of people

**A human interest story** is a news story that presents people, their experiences and problems in a way that reaches out to others and arouses emotions.

**An anecdote** is a story usually told in a few sentences. It is always based on real life, is often humorous and may include some dialogue:

**A case study** involves extensive research and evaluation of a person, small group, or specific “case” to show the consequences or impact of a particular situation or scenario.

**Personal experience:** “I’m talking opinions. Which are basically just ‘I reckon’. Opinions are a mix of what we know, what we feel, what we’ve experienced and gut instinct.” (Catherine Deveney)

# P-Plate extensions overdue

## Exercise 20

If there was just one solution that might make a difference to the terrible road toll, then isn't it worth a try?

According to Assistant Commissioner of Traffic Control, Mr Bruce Dolon, there is precisely one simple solution. He maintains that if we introduce a 7-year restriction for P-plate drivers, we will see a marked reduction in the number of P-platers involved in drink-drive road tragedies.

That's because for seven years they must stick to a zero-blood alcohol reading.

Quite simply, the 18 to 25 year old age group is over-represented in car accidents. Whilst they make up just 12 per cent of the population, they cause more than a quarter of road accidents.

Such irresponsible drivers not only destroy their own lives; they destroy the lives of their families. Their reckless driving also jeopardises the safety of other motorists.

Also, from a practical perspective, young people's brains are not fully developed until their late 20s. Professor Barton, neurosurgeon at Coolabar Hospital states: "Young adults are more likely to make poor split-second decisions on the road. Tragically, they might not recognise the level of their intoxication."

An extended ban would reduce the sense of uncertainty for many party-revellers who may wishfully, but mistakenly, think that they are "just under" the legal alcohol limit.

Or take 19-year-old Emma Richardson, who crashed her car on the freeway while texting after she spent the night partying with friends.

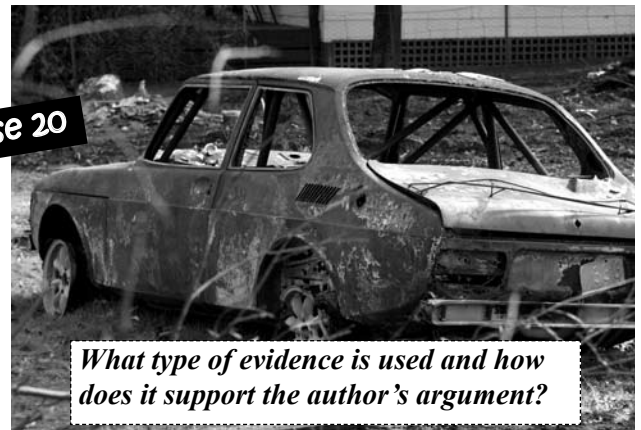
"Such young people underestimate the risks; they do not realise that one false move could spell death," says her distraught mother, Janie.

For those who are not convinced, just take Sweden's example. A recent article "Sweden leads public policy initiatives" published in *Motor Trends* revealed that by reducing the alcohol level from 0.5 to 0.2 the country registered a distinct decrease in fatal accidents. This clearly shows, according to analysts, that there is a direct connection between blood alcohol readings and drink-driving tragedies.

This mix can be particularly fatal for young adults.

Worth a try? You bet.

**Jonathan Sprinter, BoxBury**



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