

Types of Evidence and Definition	Pros	Cons
<b>Facts:</b> objective information	Facts are hard to disagree with.	Readers may not agree with what constitutes a proven fact.
<b>Anecdotes:</b> short, real-life stories used to illustrate a point	Anecdotes show how a claim might matter in the real world.	Readers may not agree on what the anecdote proves.
<b>Analogies:</b> comparisons between two things used to explain or clarify a point	Analogies make something unfamiliar or complex more understandable.	Readers may not understand the things being compared, causing them to reject the argument.
<b>Statistics:</b> numerical facts or data	Statistics are easy to accept because they show trends to support claims.	Readers may not trust the source or may believe that the statistics have been unfairly manipulated.
<b>Examples:</b> specific instances that demonstrate something relevant to the claim	Examples make abstract concepts understandable and relatable.	Readers may believe the examples are not relevant.
<b>Details:</b> relevant facts, descriptions, items, or features	Details provide visual images, making the claim real and substantial.	Readers may not relate to writer's chosen details.
<b>Illustrations:</b> examples meant to clarify or prove something	Illustrations make the claim feel more realistic, similar to the effects of using examples and details.	Readers may not accept them or the claim if the illustrations are unfamiliar.
<b>Expert Opinions:</b> statements made by people with special knowledge of the topic	Expert opinions build trust in the writer and in the claim.	Readers may not trust the experts or may reject the ideas as just opinions.
<b>Personal Observations and Personal Experiences:</b> writer's conclusions based on their experiences	Personal observations make the writer appear more relatable and trustworthy.	Readers may believe they are biased and unreliable.
<b>Testimonies:</b> formal written or spoken statements provided as evidence	Testimonies humanize the claim, making it real and relevant, similar to the effect of personal observation, personal experiences, and anecdotes.	Readers may believe they are biased and unreliable.
<b>Experiments:</b> scientific procedures that test hypotheses and rely on observable, measurable, and reproducible results	Experiments indicate that an objective process for gathering evidence and making claims was used.	Depending on the circumstances and the experiments being done, readers may reject the results.