Evidence

1. Descriptions and generalisations

1   Are my generalisations based on a sufficient number?
2   Are they a fair sample?
3   Is there a reasonable probability that they are true?
4   Have I used simple absolutes, like 'all', where other qualifiers, like 'some', would be more accurate?
5   Have I presented by evidence with enough precision?
6   Is it clear what I mean by 'typical', 'normal' and 'average'?
7   Have I chosen the right average to use: mean, median or mode?
8   Have I checked in the statistics I've used that,
    8.1 there are no hidden qualifications;
    8.2 there is uniformity between the comparisons I make;
    8.3 I have not confused absolute and comparative figures?

2. Drawing inferences

1   Have I checked that my analogies stand up according to the three key points?
2   Have I thought through clear criteria for my value judgements?
3   Have I made clear the basis of them?
4   Have I avoided arguing my case by using irrelevant inferences to support them?

Analogies

1   Connection:
    1.1 Causal connection.
    1.2 When does it break down?
2   Numbers:
    2.1 The number of samples used.
    2.2 The number and variety of characteristics thought to be similar.
3   Relation to the conclusion:
    3.1 Is it the right strength?
    3.2 How significant are the differences and similarities?

3. Creating causal connections

Oversimplifying causal connections	Invalid causal connections
1 Stereotypes	1 The *post hoc* fallacy
2 The straw man	2 Cause/correlation
3 Special pleading	3 Multiple causes
4 Fallacy of false dilemma	4 Underlying causes
	5 The fallacy of false cause (*non-sequitur*)