Correlation does not prove Causation
When the consumption of ice cream rises, Shark attacks also rise.
“A 1977 academic study called ‘On Behalf of a Moratorium on Prison Construction’ noted that crime rates tend to be high when imprisonment rates are high, and concluded that crime would fall if imprisonment rates could only be lowered.”

Steven D. Levitt and Stephen J. Dubner, *Freakonomics*, p. 111.
Watch out for

• Theories about the causal link (or chain)

• Alternative explanations considered and eliminated (control)

• Corroborating data
Examples

• Does TV raise blood pressure?

• Does pizza reduce cancer risk?

• Does breastfeeding prevent arthritis?