

Kinds of Claim

Communications & Media

What you are asserting decides what evidence could support it.

Match the proof to the claim.

Claim	Needs
Fact	Observation, record, measurement
Definition	Criteria plus a fit to the case
Cause	Mechanism and ruled-out alternatives
Value	A stated standard, then application
Policy	Problem, remedy, feasibility, cost

A policy claim quietly contains all four beneath it. Skipping the cause step is how proposals get built on a misdiagnosis.