The number of cows in Britain has fallen.

The amount of cheese consumed is on the rise.

You might conclude:

'People seem to eat more cheese when they think it will run out.'

But what's the flawed reasoning?

This conclusion assumes a causal connection between the number of cows and the amount of

cheese consumed. However, as it stands, there is not enough evidence to support this assumption.

Critical thinking involves evaluating lines of reasoning and ensuring deductions are sensible.