Name: _____ Date:_____

Carson thinks that when you multiply the product is always larger than both of the factors. For example, he knows that 4 x 8 = 32 and 32 is greater than 4 and 8.

Carson doesn't understand why $\frac{1}{3} \times \frac{3}{4} = \frac{1}{4}$.

Use models, numbers, or words to prove to Carson that the product is correct.

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Big Idea #40: Multiplication with Fractions • Task 1• Task 40B