Consumerism Scavenger Hunt

Directions: Below is a list of questions that relate to being an informed consumer. Read each of the questions carefully before beginning the activity. This will help you know what types of information you and your partner are looking for. You will have two class periods to research the answers to the questions with your partner. You may use the Internet to help you conduct the research. If you have not done Internet research before, you may refer to the Internet Research Guidelines sheet to help you. Use a separate sheet of paper to record the answers to each question. Answer as many of the questions as you can, and be prepared to share what you learned with your classmates in discussion.

Scavenger Hunt Questions

1. Who makes up the most powerful buying market for advertisers today?

2. How much money do teen consumers spend or cause others to spend each year?

3. List five products designed and marketed specifically toward teenagers.

4. How does peer pressure influence teen purchasing choices?

5. How much money do teenage consumers place in savings each year?

6. Advertisers count on "impulse buying" for a large percentage of teenage sales. Approximately what percentage of sales are "impulse buys," and how do retailers and advertisers take advantage of this in stores?

7. Because of "impulse buys," many people waste a good percentage of their money because they do not comparison shop for value. What is the percentage of money wasted by the average consumer each year?

8. Does advertising really make teens more likely to purchase brand name products? Give at least one statistic to support your opinion.

9. What role does the Internet play in the marketing and sale of products?

10. List as many forms of advertising as you can think of.

11. How many advertisements is the average person exposed to in a 24-hour period?

12. How much money do advertisers spend on advertising?

13. How do credit card companies encourage people to use credit for making purchases?

14. How much money does the average American household owe on credit cards?

15. How does society encourage people to spend more than they can afford to spend?

Internet Research Guidelines

There are many research sources available to students on the Internet. Sometimes it can be difficult to know how to find these resources and access them. The information below can make completing Internet research easier.

URL: Uniform Resource Locator—this is the address of a particular Website. This is normally found at the top of your screen in the box labeled with a word such a location or site. All URL's begin with http://. This is sometimes followed by the letters www. The URL ends with the address of the site. For example: ***http://www.teachercreated.com***

Search Engine: There are a number of Websites that specialize in helping people find information. They offer a place to conduct a search about a specific topic. The topic you are searching for is usually typed into a box that has the word Search or Find in front of it. Some popular search engines for students are the following:

> ***http://www.ajkids.com*** (Ask Jeeves Kids)
>
> ***http://www.yahooligans.com*** (Yahooligans)
>
> ***http://www.studyweb.com*** (a collection of research sites and search engines for students)

Doing a Search

There are several steps for doing an Internet search. Below are some guidelines.

1. Login to your computer following the procedures set by your school.

2. Once you have arrived at your school's homepage, you are ready to search. Type in the URL of the search engine you plan to use at the top of the page next to the word location, site, etc. (Example: location: *http://www.yahooligans.com*)

3. After typing the URL, hit the enter key. This should take you to the homepage for the search engine you have selected.

4. Find the Search box and type in a word or phrase that explains what you are looking for. For example, if you want to find information about using credit cards, try typing in those words. Hit the enter key or click on the word search to begin.

5. As your computer works, you will notice that Website URL's and summaries will appear on your screen. You may scroll through these using your mouse and the scroll bars on your screen or by using your arrow keys.

6. Look at the title of the Website and read the summary. If it sounds like the site contains information that could help you, simply click on the URL with your mouse. This should take you directly to the site. There you can study the site to see if it includes information you want.

7. If the site is not what you are looking for, use the back key in the top left corner of your screen to go back to the original list of URL's that the search engine listed. Look for another site that might be useful, click on it, and study what it has to offer. You can repeat this procedure until you have looked at all the sites that interest you.

8. If you find that the sites are not giving you the information you need, you may have to do another search. Simply click on new search and you will be able to enter different information. If you have trouble deciding what to type in the search box, ask your teacher to assist you.