CyberSmart!

Things for Sale

Download Student Activity Sheet(s) for printout in PDF Format

Overview

Students learn that some Web sites are advertising environments intended to promote good feelings about products.

Objectives

- Explain that the purpose of some sites is to make people feel good about a product and want to buy it
- Analyze the features of an advertising environment in cyberspace

ISTE® National Technology Standards

- Grade 2, Performance Indicator # 3
- Grade 3, Performance Indicator # 10

Site Preview

The use of these sites is for educational illustration purposes only and does not constitute a recommendation or commercial endorsement. Before using these sites, please evaluate them in light of your school's guidelines about limiting students' exposure to consumer products and advertising. You may want to choose alternate sites to illustrate this lesson.

- Crayola Creativity Central
- Barbie
- Cheerios for Kids
- Ronald and Friends
- Webkinz

Online Resources

- Visit sites providing background information on Recognizing Commercial Intentions.

Materials

- Activity sheet (1)
- Online computer access

- Printer access

Introduce (offline)

- Have students imagine the following scenario. *You're visiting a store that sells only your favorite kinds of toys. There's a play area where you can try out the toys. There's a screen showing a video about the toys.*
- **Ask:** *What makes people want to stay in this store?* (There are fun and interesting things to see and do.)
- Explain that there are also places in cyberspace that are fun, interesting, and sell things.

Teach 1 (online)

- Take students to www.becybersmart.org and click on the square. Find the title of this lesson, and open its links. Choose a site to explore with the class.
- Show students how the entire site is designed to entertain them for long periods of time and to make them notice and feel good about products for sale.
- Have students identify all the ways the product is made into a "star" of the site (displayed and integrated into the site's activities). Optional: Define and discuss the terms "advertising" and "ads," and help students identify any ads displayed on the site.

Teach 2 (online)

- Have students complete the activity sheet and share their answers.
- Optional: Have students explore another site selected for this lesson and complete a second activity sheet.

Close (offline)

- **Ask:** *What is the purpose of the site(s) you looked at in this lesson?* (to show kids a fun time and make them feel good about products for sale)
- **Ask:** *How can you recognize such a site?* Students should recognize that the product is displayed while they are enjoying the activities at the site.

Extend (offline)

The following activity can be added for students who completed this lesson in a previous grade.

- Have students choose a favorite toy and brainstorm possible features of the toy's Web site that would entertain other children and make them feel good about and want to buy the products.

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