Teacher's Guide





CI	The internet is probably the most extensive and dynamic source of information in our society. The following web sites can provide students and others with current information, assistance, and data related to this lesson. Web addresses ending in ".com" are commercial; ".org" are nonprofit; and ".gov" are government.		
Springboard: Credit Education		ncfe.org	
The Internet's	#1 Education Site		
for K-8 Kids and Teachers		funbrain.com	

overview

This lesson introduces students to the concepts associated with comparison shopping and choosing the best option. The activities in this lesson will introduce students to the difference between needs versus wants. Students will also learn to scrutinize advertising to discover messages that may affect their decisions.

Armed with these skills, students will be better consumers. They will develop healthy spending habits and learn to avoid spending traps.

goals

Recognize the need to conduct research before making a purchase decision.

lesson objectives

Understand how to carefully consider alternatives before making a purchase.

student activities

4-1 Needs and Wants

Help students recognize the difference between needs and wants.

4-2 Comparison Buying

Related Worksheet: comparison shopping

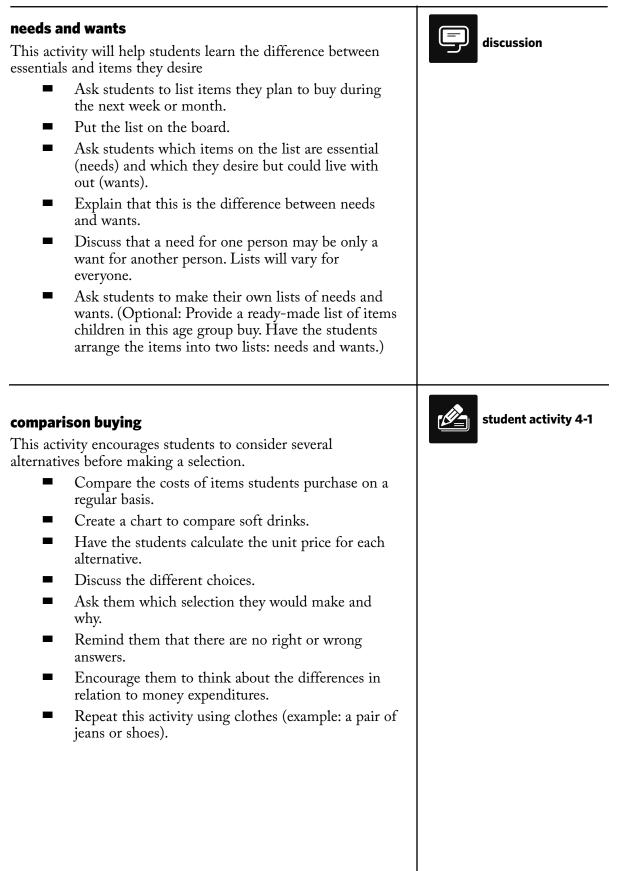
- Apply math skills to compare possible alternatives for one purchase decision.
- Help students apply this knowledge to real purchase selections.

4-3 Advertisement Comparison

- Help students analyze newspaper advertisements.
- Ask students to list television advertisements.
- Discuss the pros and cons of each advertisement.

4-4 Lesson Four Quiz

comparison shopping teaching notes



comparison shopping teaching notes

advertisement analysis	discussion
Students are encouraged to think about advertisements and what they mean.	
Option A: Bring several newspaper advertisements and advertisement supplements to class.	
 Ask each student to find and analyze one ad. 	
 Have students with similar products compare their ads. 	
 Discuss how students can use advertisements to comparison-shop and find the best price for items they plan to purchase. 	
Option B: Ask students to watch television advertisements during their favorite evening programs.	
 Have students report on the advertisements: 	
 Length of the advertisement 	
Item promoted	
 Facts presented (price, color, size, etc.) 	
 Other messages presented (opinions, some thing the product will do for you, etc.) 	
 Discuss the messages being conveyed with the television advertising. 	
 Help students sort truth from subtle messages. 	
 Discuss how advertisements affect the way students spend money. 	
 Consider whether the product will be worth the cost. 	
lesson four quiz	guiz 4-2



lesson 4 quiz: shopping

circle the correct answer for each question.

1. Wise shoppers take time to compare two or three alternatives before spending money. True *

False

2. Taking time to read newspaper ads can save money when shopping. True *

False

3. We can look at advertisements and learn how they make us want an item.

True *

False

4. My needs should take priority over my wants when shopping.

True *

- False
- 5. Television commercials for food products are always factual.

True

False *

- 6. Television ads influence spending decisions by:
 - a. using special music
 - b. using pretty pictures
 - c. making me think I need the item
 - d. all of the above *

7. A spending need is:

- a. something that looks good to me
- b. something that I need to exist *
- c. something my friend has
- d. the first thing I see in the store

8. The best spending choice is:

- a. always shop at brand-name stores
- b. buy the same thing my friends buy
- c. compare my choices before I buy *
- d. always borrow from friends