

Be Ad Aware

Adapted from AdMongo.gov's Be Ad Aware consumer.ftc.gov/admongo

Directions: Decide what item to shop for and find an example in two ads. Use the table below to analyze both ads.

	Store/Item 1: Cost per Item:	Store/Item 2: Cost per Item:
What group, company, or organization is responsible for the ad?		
What does the ad say or suggest about the product?		
What is the ad trying to get you to buy, do, or think?		
What are ways you could check that the advertisement is not misleading you?		

Be Ad Aware & Compare

Adapted from AdMongo.gov's Be Ad Aware)

Directions: Use the following questions to compare the two items and the two advertisements.

1. How are the two ads alike and how are they different?
2. Are the prices for this item the same or different? If they are different, why?
3. Which advertisement is more convincing to you? Which store would you buy from? Why?
4. What would be the impact of buying one item over the other?
5. What research could you do before purchasing an item?

Additional Activities to Try

MORE AT HOME ACTIVITIES

Have your student create their own advertisement for something they really like and something they don't like as much. Ask them which advertisement was easier to make and why. Ask them if they are being misleading in any way for either one. Have them reflect on whether they will look at advertising differently now.

IN THE REAL WORLD

Point out different types of advertising you and your child see and the reasons for the ads. Does your student notice the "pop-up" ads online, product placement in movies/tv shows, billboards, or influencers on social media?

MORE CONVERSATION STARTERS

- As the video suggests, have your child solidify their learning by discussing the following questions:
- What is advertising?
- Where do you see it the most?
- How does it influence you?
- How can you critically think about advertising, so that you are not too heavily influenced by it?
- Talk to your student about how ads can be misleading and why it's not always a good idea to believe everything you see. (Examples: foods that claim they are healthy or toys that build the perfect sandcastle)