



AACPS Digital Citizenship

Lesson Title: Find the Ad

Grade 1

Time: 30 minutes

Overview: Children learn that the purpose of advertisements is to encourage people to buy something; children also practice differentiating ads from content on Web sites.

Objectives:

- Identify ads as links to sites trying to sell something
- Distinguish ads from content at children's sites.

Materials:

Activity Sheet: *Find the Ad*

Web Resources > Tech Connections >

Website- [National Geographic](http://kids.nationalgeographic.com/)

Computer with Projector

Maryland Technology Literacy Standards for Students (MTLSS)

Standard 2.0–Digital Citizenship:

Students will demonstrate an understanding of the history of technology, its implications on society and practice ethical, legal, and responsible use of technology to assure safety.

Activities:

- **Ask:** *What is the purpose of a television commercial?* Help children understand that television commercials are intended to make people want to buy something.
- Explain that another word for commercial is "ad" and that in this lesson they will look for ads in cyberspace. Take students to Web Resources > Tech Connections to find the title of this lesson, and open the National Geographic link. (<http://kids.nationalgeographic.com/>)
- You may also want to choose a site from the **AACPS Tech Connections** related to what you are doing in class and explore with it the class.
- **Ask:** *What can children do at this site?* Help them describe the activities offered and discuss the content of the site.
- Once you have guided the students through the content children, point out an ad. Discuss how to distinguish the ads at a children's site. NOTE: In most cases, the ads are labeled "AD." Banner ads (horizontal rectangles) are usually at the top of a page; button ads (small squares) and ads of other shapes and sizes may be placed along the sides and bottom.
- **Ask:** *What do you think this ad is trying to do?* (Encourage people to buy something.)
- **Ask:** *What happens if you click on the ad?* Demonstrate how clicking on an ad takes them away from what they were doing. Explain that the ad is there to sell something to children or their parents.
- Show children how to use the Back button to return to the site they were enjoying.

- Distribute the activity sheet, *Find the Ad*.
- Tell children to pretend they are looking at a Web page. **Ask:** *What is this page about?* (It is a story of the Three Little Pigs.)
- Have children locate the ad. **Ask:** *What is pretty or fun about the ad?* (The ad has a clown that wants to have fun.)
- Allow children to color the picture, suggesting that they use different colors for the ad and the story.

Closure:

- **Ask:** *What is the purpose of an ad?* (to get you to buy something)
- **Ask:** *How can you find an ad at a children's site?* (look at the top, bottom, or sides of the page for a rectangle, or box, with the word "AD")

Extension:

- Have children explore advertising across several media. Allow them to create displays representing advertisements in magazines, newspapers, on television, and on Web sites.

Name _____ Date _____

Find the Ad



Some Web sites have ads.
Ads try to make people buy things.



Note to Families: Today your children learned to recognize advertisements on children's Web sites. In doing so, they have begun to distinguish between ads and content and understand that clicking on an ad takes them away from what they were doing.