AACPS Digital Citizenship

Lesson Title: Things for Sale

Grade 2

Time: 30 minutes

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

Materials:

Materials

- Activity sheet: *Things For Sale*
- Online computer access
- Printer access

Site Preview

The use of these sites is for educational illustration purposes only and does not constitute a recommendation or commercial endorsement.

- Crayola Games and Fun

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.

Standard 5.0 – Technology for Information Use and Management:

Students will use technology to locate, evaluate, gather, and organize information.

Activities:

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.

(online)

- Take students to Web Resources>Tech Connections> Find the title of this lesson (Things for Sale), 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.

(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.

Closure: (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.

Extention: (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.