The product round

School level

• Recommended for the 11th/12th grade

Reference to subjects

• English, Computer science/multimedia/EDP, communication/project work/social learning, political education, law, economy

Lesson phase

Introduction

Level of complexity

- Simple
- Concern
- Introduce the topic
- Take up the knowledge and experiences of the students
- Address the internet as a tool to search for and purchase things

Knowledge and skills

- The students can motivate themselves for the topics internet search & internet purchases.
- · The students can reflect on points of view and experiences.
- · The students can identify (dis-)advantages of buying online.

Duration

20 to 30 minutes

Resources

 Objects or alternatively pictures from the material The product round [1-2]

Preparation

 Print out pictures of the material or bring the objects (e.g., toy car, piece of clothing, ticket for public transport) with you.

Method

SEARCHING AND BUYING ON THE INTERNET 11th/12th grade

Procedure

- The students line up in a circle.
- The teacher introduces the exercise and explains the further procedure:
 - ⇒ One by one, a product (object or picture) is placed in the center of the circle.
 - ⇒ The students take a position on it. The closer they stand to the product, the more often they have already searched (searched for and/or bought) this product on the internet. The further away they stand, the less (or not at all) they have searched for it.
- After the line-up, the teacher collects the results and/or repeats the given picture once again.
- Once this activity is completed, there is a short Q&A-session with bullet points such as:
 - ⇒ How often do you search for/buy this product on the internet?
 - ⇒ Which websites do you use for this?
 - ⇒ What experiences did you make with the search or purchase?
 - ⇒ Do you prefer to buy stationary or online?
 - ⇒ What do you see as the advantages or opportunities?
 - ⇒ What are the disadvantages?
 - ⇒ Which comparison and rating platforms do you use?

⇒ How do you check them?

• Finally, possible advantages and disadvantages of purchases on the web are summarized together (possibly also in writing by the teacher on the blackboard or another presentation option).



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