

To Buy or Not to Buy?



Aim

- To understand how websites use advertisements to promote products.

Success Criteria

- I can identify adverts online.
- I can identify a targeted advert.
- I can explore how companies use websites to promote products.

Where Did You Hear about...?



Think about a toy you really want or have asked for recently. Where did you hear about it first?



If a friend told you about it, where did they hear about it?



Write down the ways you hear about new toys and games.

Adverts

You have probably written down 'adverts' for toys.

? ? **Where do you find adverts? What are adverts for?**

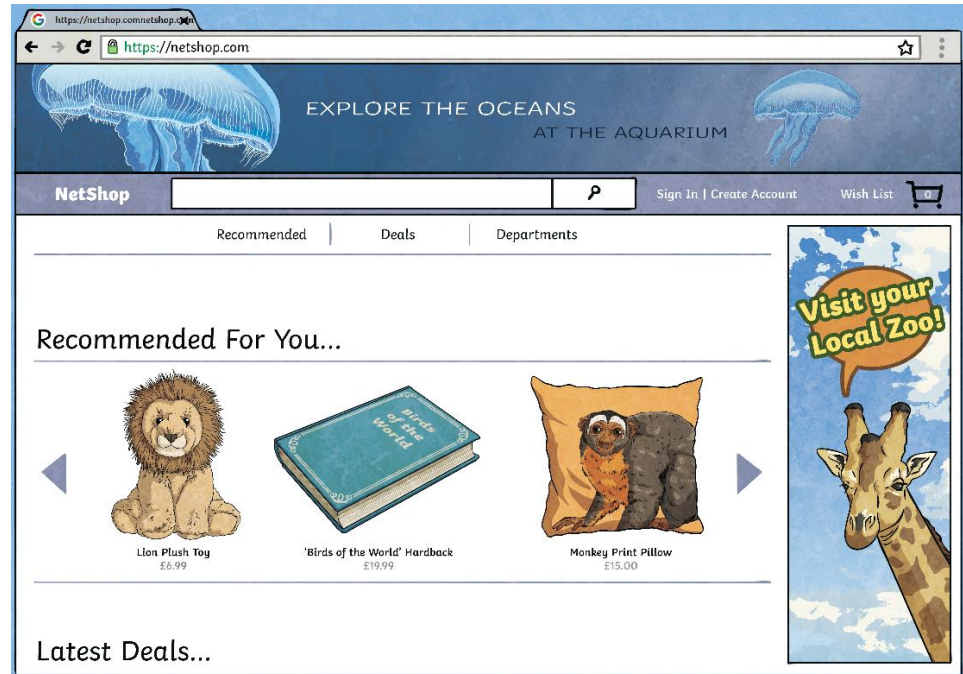


Today, we are going to be looking at adverts online.

Adverts

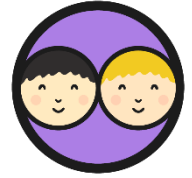
? ?
? ? When you're online, do you notice anything about the adverts that pop up?

? ?
? ? Are they usually for things you have looked at before? Or toys that are similar to the ones you've bought in the past?



This is called **targeted advertising**. This is when companies use your **digital footprint** to see what kind of toys you might be interested in and then make sure that you see those adverts more often.

Ad Hunters



Look at the websites your teacher has chosen. Can you spot adverts online? Record them on your **Buy Me Activity Sheet**.



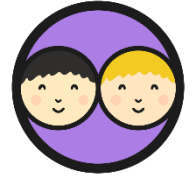
Buy Me

Go online with your partner and look at the websites your teacher has given you.
In the table below, record the name of the website, the adverts you can see and where they are on the webpage.

Name of website	What adverts can you see?	Where are they on the page?	What makes the advert stand out?

twinkl planit
Computing Year 21 Online Safety / The Day to Day in School / Lesson 2

Is It an Advert?



Sometimes, an advert might not be obvious. Look at websites for toy brands and see what they include on their site.

Lots of them have games or activities on the site which are designed to draw your attention to a particular product.

See if you can find examples of this type of advertisement.



Is It Fair?



Is it fair to aim an advert specifically at children?

»» Who will have to pay for the product?

»» If they can't get the toy they see, what could happen?

»» Do you think it's good for children to get lots of new toys all the time?

