

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?

Online Safety: To Buy or Not to Buy?

<p>Aim: Understand computer networks including the internet; how they can provide multiple services, such as the world wide web; and the opportunities they offer for communication and collaboration.</p> <p>Use search technologies effectively, appreciate how results are selected and ranked, and be discerning in evaluating digital content in the context of identifying advertisements online.</p> <p>To understand how websites use advertisements to promote products.</p>	<p>Success Criteria: I can identify adverts online. I can identify a targeted advert. I can explore how companies use websites to promote products.</p>	<p>Resources: Lesson Pack</p> <p>Laptops/desktops/tablets with Internet access Large paper and pens</p>
	<p>Key/New Words: Digital, device, email, social media, posts, comments, website, Internet, advert, product, target, digital footprint.</p>	<p>Preparation: Pre-selected list of child-friendly sites for children to access (these do not have to be websites specifically for children for the first online activity)</p> <p>Buy Me Activity Sheet - one per child</p>

Prior Learning: Children will need to be familiar with your chosen Internet browser. It will be helpful if they have previously completed the Year 2 Online Safety unit covering digital footprints.

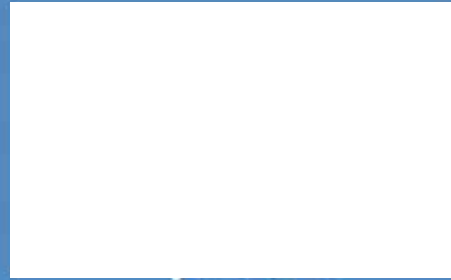
Learning Sequence

	<p>Where Did You Hear about...? Using the question prompts on the Lesson Presentation, ask the children to use large sheets of paper to write down how they find out about new toys coming out. Discuss their ideas.</p>	
	<p>Adverts: Discuss where children might see adverts for toys. Discuss the purpose of adverts being to make people want to purchase the product. Ask the children to think about adverts online: do they notice anything about the adverts that pop up for them? Using the information on the Lesson Presentation, introduce and explain the term 'targeted advertising', recapping the term 'digital footprint'. <i>Can children explore how companies use websites to promote products?</i></p>	
	<p>Ad Hunters: Provide children with a list of pre-select websites (examples could include Lego, Amazon, Play-Doh, Smyths Toys and local newspaper websites). Working in mixed-ability pairs, children visit the sites and record the types of adverts they see there on the Buy Me Activity Sheet. <i>Can children identify adverts online?</i></p>	
	<p>Is It an Advert? Using the prompts on the Lesson Presentation, discuss how toy websites can promote certain products through the use of games and activities on the sites. Direct children to specific toy brand websites. Ask them to work in mixed-ability pairs and see if they can find anything that they think is meant to direct them to certain toys. You may wish to model this first to show a good example. <i>Can children identify a targeted advert?</i></p>	
	<p>Is It Fair? Discuss advertising aimed at children and whether children think it is fair. Use the prompts on the Lesson Presentation to guide a whole-class discussion. <i>Can children explore how companies use websites to promote products?</i></p>	

Taskit

Ponderit: Children list things that they think should be allowed as advertisements on child-friendly websites, and things that shouldn't, but are (for example junk food, expensive items, etc.).

Trackit: Children track the adverts they see online over the course of a week.



Computing

Online Safety

Computing | Year 3 | Online Safety | To Buy or Not to Buy? | Lesson 2

To Buy or Not to Buy?



Aim

- To understand how websites use advertisements to promote products.

Success Criteria

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- 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?



In a group, 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



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



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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.

With a partner, see if you can find examples of this type of advertisement.



Is It Fair?



Is it fair to aim an advert specifically at children?
Sit in a circle and discuss these questions:

➤➤ 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?



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				Delivered By:			Support:		
Success Criteria	Me	Friend	Teacher	T	PPA	S	I	AL	GP
I can identify adverts online.				Notes/Evidence					
I can identify a targeted advert.									
I can explore how companies use websites to promote products.									
Next Steps									
) _____									
) _____									

T	Teacher	I	Independent
PPA	Planning, Preparation and Assessment	AL	Adult Led
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