

PSHE Lesson 1

L/O To understand how money is made on the internet.

L/O To understand how advertising is targeted on the internet.

A question to think about: **Who pays for the internet?**

You may think that the answer is mum, dad or another adult at home, but you'd be wrong! They pay for you to **access** the internet, but each website on the internet is paid for depending on the reason that it exists.

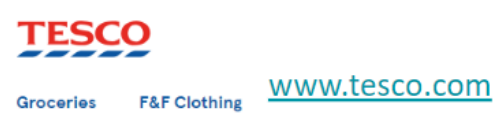

It costs money for companies to have a website on the internet and they decide how it will be paid for, depending on why the website exists.

For these four websites, have a think -

- Why does the website exist?
- Who pays for the website?



Scroll down for the answers when you have had a think!

 <p>Who pays for it?</p> <p>Answer: TESCO pay for it themselves, because if they didn't have a website, people couldn't shop online, so they would lose out.</p>	 <p>Who pays for it?</p> <p>Answer: People have to subscribe to the newspaper to read the articles.</p> <p>To subscribe, they have to pay some money every month.</p>
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newsround

www.bbc.co.uk/newsround

Who pays for it?

Answer:

A mixture of the government and ordinary people (who have to pay a license fee - a bit like a tax)

There are no adverts on Newsround

YouTube

www.youtube.com

Who pays for it?





Answer:

Advertising: Companies give YouTube money, and in return YouTube show us adverts.

This might make us buy the thing being sold!

When we go on the internet, web browsers collect information about us, using something called cookies. This helps them learn how old we are, where we live and what our hobbies are. Combine this with the time of year and they can target advertising at us to persuade us to buy lots of products!

Can you match up the person to the targeted advertising product? Why did you match them up?

A	<p><u>Alex</u> Age: 10 Hobbies: Gaming, sports, soldiers Search history: Army tactics Time of year: Summer</p>	<input type="checkbox"/>	
B	<p><u>Hassan</u> Age: 35 Hobbies: Football, cooking, family Search history: Nurseries in Sheffield Time of year: Winter</p>	<input type="checkbox"/>	
C	<p><u>Hannah</u> Age: 18 Hobbies: Music, rugby Search history: Ed Sheeran, Oasis Time of year: December</p>	<input type="checkbox"/>	
D	<p><u>Aisha</u> Age: 52 Hobbies: Gardening, D.I.Y. Search history: Planting bulbs and seeds Time of year: Spring</p>	<input type="checkbox"/>	

Let's create some targeted advertising ourselves. On the task sheet you have the information collected about three people. **Using the information given**, create three mini adverts for each person in the boxes below their profile. The advert should be a product that might **pop up on the internet** and must be **targeted to the specific person** using the information given.

Here's a few persuasive advertising tips...

- **Association:** Using images (like a cartoon character or the American flag), in the hope you'll transfer your good feelings about the image to the product.
- **Call to action:** Telling you what to do—"Buy today!" or "Vote now"—removes all doubt about next steps.
- **Claim:** Informing you about how the product works or helps you.
- **Games and activities:** Putting a commercial into the form of a game can be a fun way for you to get to know more about a product and spend more time with it.
- **Humor:** Using ads that make you laugh can catch your attention and be memorable.
- **Hype:** Using words like *amazing* and *incredible* make products seem really exciting.
- **Must-have:** Suggesting that you must have the product to be happy, popular, or satisfied.
- **Fear:** Using a product to solve something you worry about, like bad breath.
- **Prizes, sweepstakes, and gifts:** Using a chance to win a prize to attract attention.
- **Repetition:** Repeating a message or idea so you remember it.
- **Sales and price:** Showing or announcing a discounted price can make a product look better.
- **Sense appeal:** Using images and sounds to appeal to your senses: sight, touch, taste, etc.
- **Special ingredients:** Promoting a special ingredient may make you think the product works better than others.
- **Testimonials and endorsements:** Featuring someone, like a celebrity, saying how the product worked for them can be convincing.