



Kentucky Council on Economic Education FAMILY MONEY MATH NIGHT KIT

sponsored by

TOYOTA



Family Money Math Night Extensions

The following activities are available as an extension to Money Math Nights. Parents will be active participants in a Wallet Wise Quiz and then be shown how to register and take the FREE financial courses online.

Students will recognize the power of advertising and reflect on their spending habits.

(Popcorn and drinks may be served during this time.)

STUDENTS

Most children watch between 30,000 and 40,000 television commercials a year. Often they can't tell the difference between an advertising fantasy and reality.

BUY ME THAT

<http://www.youtube.com/watch?v=2Hdm69hpO-E>

BUY ME THAT TOO!

Part 1: <http://www.youtube.com/watch?v=d7VNFO4ksCE>

Part 2: http://www.youtube.com/watch?v=bqP3_ZJVs7k

BUY ME THAT 3

Part 1: <http://www.youtube.com/watch?v=1hh1tXWIGxo>

Part 2: http://www.youtube.com/watch?v=Tun_r7_O-ng

Part 3: http://www.youtube.com/watch?v=L_5VT3vNto0

Questions to consider **before** watching the "Buy Me That" segment:.

1. What is the purpose of advertising on TV?

2. On which cable/satellite networks might you find toy commercials?
3. Who is the audience for toy ads? What is the toy manufacturer hoping to accomplish by airing these spots?
5. What do you find appealing in most toy commercials?
6. Are boys/girls/both featured in most toy commercials?
7. What are the common "techniques of persuasion"? Define the word deceptive. Do commercials always tell the truth?

Questions to consider after watching the "Buy Me That" segment:

1. How has your thinking about toy commercials changed since you've seen the entire video? Do you always believe what you see?
2. In the commercial did Typhoon 2 really glide on water--or did the producers make it appear to glide on water?
3. If you were going to re-create the "glide on water" scene, how would you do it? Where would you put your camera?
4. Did you ever receive a toy that failed to live up to expectation? If so, describe what happened?
5. To whom would you write, in order to complain about a toy that failed to deliver promises made in a commercial? (students should consider not only WHO made the toy, but also WHO broadcast the ad)
6. Do TV networks have any obligation to ensure that advertising is truthful?
7. Which US Government agency is responsible for ensuring toy ads are not deceptive?

Activity: Toys and Advertising

(reprinted from "Dr. Dave's Cyberhood" by David Walsh, Copyright 2001)

This activity will work best if you have the product or the toy available. Videotape or watch a commercial of a product or toy you have available.. As you watch the commercial, try and pick out the differences in the toy (or product) as it appears in the commercial and as it is in real life. Ask the following questions:

Does the toy seem bigger on TV?

Is the setting of the commercial a real home or is it a made-up environment?

Do the sounds the toy makes sound different on TV? Is there exciting background music to the commercial that you don't have at home?

Is the toy pictured alone or is it grouped with a lot of other toys or ad-on equipment?

Can you actually play with the toy at home the same way its being played with in the ad?

Are you as happy when you play with this toy at home as the children on the television ad are?

Is the price of the toy or product mentioned? Will owning this make you have more friends?

PARENTS:

Ally Wallet Wise offers a set of free online courses and live events that cover banking, budgeting, credit scores and more. Get started with the online courses, learn more about [Ally Wallet Wise](http://www.alleywalletwise.com/about_us). http://www.alleywalletwise.com/about_us

Test Your Financial IQ

**Do you know enough about personal finance to avoid common financial pitfalls?
Take this quiz to test your knowledge..**

Parents go to computer lab or use classroom ipads for quiz.

Take the Quiz:

Wallet Wise
<http://www.allywalletwise.com/Financial-IQ>

Demonstrate how parents can go online to take any of the free courses.