

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.

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).