



EPF Consumer PSA

Suggested grade level: Economics and Personal Finance

Duration: 4 90-minute periods

Objective: Students will explain how advertising, social media, and business practices influence consumer decisions and summarize how they can protect themselves from fraudulent or deceptive practices.

Prior Knowledge: EPF [Key Vocabulary](#) for Scams and Advertising Techniques, Modes of Persuasion

Standards

EPF.CC.1 , EPF.CC.2

ISTE: 1.3.b, 1.3.c, 1.3.d

Materials

Chromebooks

Canvas Studio

iPads

iMovie

Green Screen

Canva Student Account

[Slides](#)

Task Card

Lesson

Focus/Review Statement of objectives	Students will demonstrate their understanding by creating a Public Service Announcement that showcases their knowledge of the impact of advertising, social media, and business practices on consumer decisions, as well as strategies for consumer protection. Students should use the key vocabulary provided by the PF teacher and implement them in their final product.. Students will apply the four critical Digital Detective lenses for consuming and using information.
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Teacher input & Direct Instruction	Day 1 <u>Slides 4-15</u> Introduce the 4 digital detective lenses. Review social media advertising techniques. Day 2 <u>Slides 16-26</u> Introduce consumerism and consumer activism. Students will complete a Kahoot review. Students begin writing their scripts. Day 3 <u>Slides 26-33</u> Teachers meet with groups to discuss their product format (podcast, PSA, etc). Teachers give individual tutorials for the chosen tech tool. Students begin working on their product. Day 4 Students finish creating and editing their product. Students upload their product into Google Drive (for PSA), or get a public viewing link from Canva (podcasting).
Guided Practice	Day 1 - Student groups will think of an example (1 per table) for each of the advertising techniques. They will share their examples/ideas with the class. Day 2 - Students review the Aitana article and discuss the advertising implications, as well as any digital detective triggers they feel people might encounter.
Independent Practice	Day 1 - Students will choose an article to read (slide 16) - They will complete the Pause and Apply questions. Day 2 - Kahoot of Key Unit Terms needed for script writing and final product inclusion.
Closure	Opportunity for a gallery walk of student products.