

ConsumerMan Video for LifeSmarts 8: ONLINE SHOPPING

Lesson Plan

Overview

E-malls provide consumers with convenience and almost unlimited choices. However, because there is no brick and mortar store to go to, or salesperson to consult, it is important to follow a few safe and smart online shopping practices.

Lesson Objective(s)

Identify safe online shopping practices.

Time

1 class period

Background

The Internet provides the consumer with the opportunity to research a product or service and comparison-shop from the comfort of a computer or smart device. There are ways to save money and get a “deal.” An online shopping excursion should include planning the purchase, comparing product features and costs, and making sure that checkout is safe and secure.

Materials

ConsumerMan Video-*Shop Smart Online*
Vocabulary Worksheet- *Shop Smart Online*
Vocabulary Prompts- *Shop Smart Online*
Crossword Puzzle-*Online Shopping*
Crossword Key-*Online Shopping*

Additional Resource:

OnGuard Online.gov Video-*Online Shopping Tips*
<http://www.onguardonline.gov/media/video-0082-online-shopping-tips>

Procedures

1. Distribute *Vocabulary* Worksheet
2. Discuss and define vocabulary with students
3. Listen or view *Shop Smart Online* video
4. Distribute the Student Activity-Crossword Puzzle: *Online Shopping*
Note: When completing crossword answers with two words, they are not separated by a blank space in the puzzle; some spaces will contain symbols
5. Review answers to the crossword

Discussion Questions

1. Compare the use of credit and debit cards for online shopping.
2. What are the advantages and disadvantages of the E-mall?
3. How does the online shopping experience increase or decrease customer satisfaction?
4. React: Online shopping is killing brick-and-mortar.



Name:

30 Day Rule	
CAPTCHA	
comparison shop	
coupon codes	
CW Code	
digital wallet	
dynamic pricing	
E-commerce	
E-mail	
Federal Trade Commission	
https://	
price alert	
return policy	
SSL	



LifeSmarts
Learn it. Live it.

ConsumerMan Video for LifeSmarts 8:
Shop Smart Online
Vocabulary List Prompts

30 Day Rule	Enforced by the FTC, the Mail or Telephone Merchandise Rule requires that merchants ship goods within 30 days or inform the customer of delays and their right to cancel the order due to delays
CAPTCHA	Used to determine if a user is human, consumers decode distorted images of letters and numbers to gain entrance to a password-protected site
comparison shop	Contrasting features and prices of a product before purchasing
coupon codes	Promotions for online purchases that allow the consumer to save money on the purchase or the shipping costs
CVV Code	Card Verification Value, numbers located on the back of a credit card used for security and identification
digital wallet	Making E-commerce transactions with a digital device such as smart phone or computer
dynamic pricing	The cost of an item fluctuates frequently based on a variety of marketing factors
E-commerce	Sales, transactions, refunds and other business performed online
E-mail	Online stores
Federal Trade Commission	FTC, Agency with the mission of protecting consumers and preventing fraud, deception, and unfair business practices in the marketplace
https://	Hypertext Transfer Protocol Secure, this abbreviation appears in the search bar to indicate the transmission of data is secure
price alert	Automated digital program, activated by a consumer, that informs when an items reaches a price point
return policy	Procedure, timeframe and potential cost of returning merchandise
SSL	Secure Sockets Layer, indicates data encryption for safety. SSL is indicated by the search bar turning green, a padlock appearing in the search bar, and the prefix http changing to https