LESSON TITLE: “You Are Here: Consumer Education at the Mall”

By playing games at the FTC's virtual mall, students can learn to be smarter consumers. They learn how to protect privacy and prevent identity theft, how to spot and avoid frauds and scams, how advertising affects them, and how they benefit when businesses compete.

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Econ/Personal Finance Standards:
8.2.1a 8.2.1b 8.2.2a 8.2.2b 12.2.2a 12.2.2b

Key Concepts:
Marketing and advertising, competition, mergers, supply and demand, internet security, identity theft, and consumer protection.
Introduction: “The Virtual Mall”
The virtual mall has 4 separate levels or areas. Each level covers a different topic that falls within the scope of becoming a well-informed consumer. Each of the four levels has four modules. The four levels and their topics are as follows:

- **West Terrace** – marketing and advertising.
- **Food Court** – competition, mergers, supply and demand.
- **Security Plaza** – internet security and identity theft.
- **East Terrace** – scams and consumer protection

Although the website is design for middle school students, high school students can learn from and enjoy using this online tool. My 12th grade students always give me many favorable responses to this lesson.

Resources:

- FTC Website offering the flash game titled: “You Are Here”


- 4 worksheets – one for each area of the mall.
- A computer or Chromebook for each student.
- Each student will need ear buds or headphones.

Process:

- Go to the website: [http://www.consumer.ftc.gov/sites/default/files/games/off-site/youarehere/site.html#/mall-entrance](http://www.consumer.ftc.gov/sites/default/files/games/off-site/youarehere/site.html#/mall-entrance)

- Go to the appropriate level
- Before clicking on a module, you should read the questions on the worksheet so that you know what to listen and look for.
- Play the module and answer the questions on the worksheet as you go.
- Continue as such until the assignment is completed.

Conclusion:
The following is a description of each of the four modules in each level as found on the FTC website. The explanations describe the nature of each module. These can be found at: [http://www.consumer.ftc.gov/sites/default/files/games/off-site/youarehere/pages/parents_and_teachers.html](http://www.consumer.ftc.gov/sites/default/files/games/off-site/youarehere/pages/parents_and_teachers.html)
**West Terrace**

**Shuman's Shoes**

**Lesson: Ads and Endorsements**

There are lots of different kinds of ads. Here, visitors can design their own poster for a shoe sale or listen to a popular DJ's endorsement to determine whether it's an ad.

**Market-Match Wireless**

**Lesson: Targeted Marketing**

Businesses use target marketing to reach specific audiences. Visitors can learn more about target marketing by matching different styles of cell phones with their target audiences. Play this matching game again and again to beat your best time.

**Gr8 Gadgets**

**Lesson: False or Misleading Ads**

Misleading ads cause lots of problems for businesses and consumers. Visitors watch a misleading commercial and then learn how it has caused problems for everyone involved. They also learn how the FTC prosecutes companies that intentionally mislead consumers.

**Nutrition Emporium**

**Lesson: Advertising Claims**

Companies are responsible for the claims they make in their advertisements. Visitors learn more by examining a print ad with suspicious claims.

**Food Court**

**Pizza Pizza Pizza**

**Lesson: Competition**

Companies compete with each other by offering some combination of higher quality, lower prices, more choices, and better service. Visitors listen to three different sales pitches for pizza to determine which one appeals to them most.

**Candy Tooth Kingdom**

**Lesson: Supply & Demand**

The price of goods is usually determined by supply, demand, and production costs. Here, visitors guess the retail price of various candies by considering these factors.

**Cinema**

**Lesson: History of American Business Competition**

The FTC is guided by important laws: the Sherman Act, the Clayton Act, and the FTC Act. Visitors can learn more about the history of the FTC and its role in American commerce by watching a short video and asking questions afterward.

**Triple Cold Creamery**

**Lesson: Mergers**

Some mergers eliminate competition, but not all mergers are bad. Often consumers benefit because the merger combines desirable qualities from two different companies. Visitors listen to a conversation to learn more about mergers and the FTC's role overseeing them.

**Security Plaza**

**Network Security Kiosk**

**Lesson: Online Safety**

Network security officer Jim shares some prized possessions to show how to keep your computers and personal information safe while you're online.

**Mall Security Office**

**Lesson: Identity Theft**

Will's laptop has been stolen! At the security office, visitors learn who stole it, and find out what a
stolen laptop has to do with identity theft. They also can ask questions about identity theft and learn how to avoid it.

**Book Café**

**Lesson: Privacy and Personal Information**
Emily asks visitors for help designing her online profile. Find out the consequences of posting personal information online and get tips about when it’s appropriate to share.

**The Arcade**

**Lesson: Protect Personal Information**
At the arcade, visitors defend against Cycloean space invaders who want to steal Earthlings’ personal information. They also learn why their personal information is valuable and what’s so important about a Social Security number.

**East Terrace**

**Clothing Co.**

**Lesson: Modeling Scams**
Isaac finds out from a modeling agent that he’s “got the look.” With Emily’s help, visitors can convince Isaac that the amazing offer is a scam, and that he shouldn’t pay for the promise of success.

**Kablamo! Comics**

**Lesson: Job Scams**
Keno tells visitors how he fell for a job scam and offers advice on how to avoid the same fate. Meanwhile, Captain Noscam’s game lets visitors blast key words and phrases that are used frequently in scams.

**Maggie’s Miracle Cart**

**Lesson: Miracle Products**
VeggieWow gives you a boost, improves your memory and clears your skin! Really? Visitors see pitches for several “miracle” products, and then work with Emily to find the clues that show these products aren’t all they claim to be.

**Free Vacations!**

**Lesson: Sweepstakes and Giveaways**
Visitors can earn a free vacation if they hit just the right spot on the spinning wheel. After they win, they learn there’s a catch. The mall security officer helps them sniff out this scam.

**Assessment Activity:**
Correct completion of the worksheets provides assessment.
**Shuman's Shoes**

What did Isaac say about advertising? ______________________________________
___________________________________________________________________
___________________________________________________________________

Listen to the conversation:

What are the best shoes? _______________________________

What is the DJ’s name? _________________________________

Design a poster. What did Isaac say about your poster? _________________________
___________________________________________________________________
___________________________________________________________________

**Market-Match Wireless**

When a company aims its marketing messages to sell to a specific group of people it is called ________________ ________________

Play match cell phones and target markets:

Where will she advertise the flip-fone _________________________________

Where will she advertise the i-cherry _________________________________

What was your best time? ______________
**Gr8 gadgets**

Why do we have to sit through so many commercials? ____________________________
__________________________________________________________________________

What did the store owner say about the commercial? ____________________________
__________________________________________________________________________

**Nutritional Emporium**

What does the FTC have to do with advertising? ______________________________
__________________________________________________________________________

What kind of doctor approved Snore Shush? _________________________________
__________________________________________________________________________

What will Emily do to find out more about Snore Shush? _______________________
__________________________________________________________________________
Network Security

What do a hot pink squishy stress brain and a ham sandwich have to do with information security? The hot pink squishy stress brain reminds Jim:

___________________________________________________________________

The on button reminds Jim:

___________________________________________________________________

The disguise reminds Jim:

___________________________________________________________________

The Jack-in-the-Box reminds Jim:

___________________________________________________________________

The Arcade

What are the Cyclo-whos stealing? ________________________________

How do I know when it is ok to give out my personal information? ________________________________

___________________________________________________________________

___________________________________________________________________

What do you shield when you play Information Defender 3? ________________________________
**Book Cafe**

Help Emily Design her profile page.

What did she freak out about? ________________________________

What did she talk about? ________________________________

After helping Timid Timmy (click yes), what does Emily say? ________________________________

**Mall Security**

Who stole Will's laptop? ________________________________

What last tip does the mall cop give? ________________________________

Q & A: identity theft exposed.

What is identity theft? ________________________________

What can your family do? ________________________________

What is the poster about? ________________________________
The Cinema
List the 4 trusts mentioned in the video. __________, __________, __________, __________.

List the 3 acts mentioned in the video. __________, __________, __________.

What is a monopoly? ____________________________________________________
__________________________________________________________________

What is Price Fixing? ___________________________________________________
__________________________________________________________________

What is Bid Rigging? ___________________________________________________
__________________________________________________________________

CandyTooth Kingdom

After playing The Price is Wrong, List the correct price for each item.

Jolly Jellies ___________ Shuffle Truffs ___________ Wrangler Rope_________

Choc O Chocs____________ Butter Brittle ___________ Schluffen Sours _______

What is Supply and Demand? _____________________________________________
__________________________________________________________________

How does supply and demand affect prices? _________________________________
__________________________________________________________________
__________________________________________________________________
Tripple Cold Creamery
How many ice cream cones does he eat? ______

What is the topic of the conversation? ____________________________________________

Pizza, Pizza, and Pizza
What is Mama Toni’s deal? ______________________________________________________

What is Slices deal? ____________________________________________________________

What is Brick Ovenry’s deal? ____________________________________________________

What do Isaac and Emily decide? ________________________________________________

FTC - YouAreHere - East Terrace
Name __________________________

Kablamo! Comics
What did Keno do wrong? _________________________________________________________

Play Scam Blaster and report the following:

Threats destroyed ___________ Shots fired ___________
Penalties ___________ Accuracy ___________
Maggie’s Miracle Cart

What does Emily say about the following:

Veggie Wow: _________________________________________________________

______________________________________________________________

Electro-Pulser: ____________________________________________________

______________________________________________________________

Serenity Snails: ____________________________________________________

______________________________________________________________

Free Vacations

Which vacation resort did you pick? _________________________________

What is the requirement to receive the vacation? __________________________

______________________________________________________________

Free isn’t free if it isn’t ____________________________________________

Clothing Co.

Who else besides Isaac has “the look”? ________________________________

Which of the four reasons do you like best? _____________________________

______________________________________________________________

Why does Emily know so much about modeling scams? ____________________

______________________________________________________________