



1. Appearance? Reality?

Material needed from FLB: None

Material needed from Local Site: Computer, Projector, Pencil and Paper.

National K-12 Standards Covered:

Spending and Saving

- *Standard 1. Develop a plan for spending and saving.*
- *Standard 4. Applying consumer skills to spending and saving decisions.*

Financial Decision Making

- *Standard 1. Recognize the responsibilities associated with personal financial decisions.*
- *Standard 5. Apply communication strategies when discussing financial issues.*

Learning Outcome:

To determine the worth of a product by recognizing personal value and comparing its value and price.

Definitions:

- Price: the amount of money paid to get a certain product.
- Value: the worth of product decided by a person's preference.

Lesson Guideline:

Watch this video:

<https://www.youtube.com/watch?v=-lWk5NkxQF8>

Reflection questions:

- Can your eyes trick you sometimes?
- Should you believe something is the way it appears to be just because it looks normal?

Next, ask the students whether they have seen cartoon characters on cereal boxes who look like they are staring at you?

(Pick on students to talk...)



This is an advertisement strategy to make a product more appealing to you!
Ask students the how the below cereal boxes are similar, and how they are different:

- How are these cereal boxes similar?
- How are these different?
- Who do these cereal boxes appeal to more?
- Why do they appeal to you?
- How is this one different from the previous ones?
- Would you buy this or the previous ones?
- Who does this cereal box appeal to?

Connecting to appearance vs reality we are going to play a guessing game to guess if the price is truly as it appears!

Game:

This is the game called, "What's the price?"

- Get into teams of 4 or more depending on class size
- They will guess the cost of each item, after guessing, they can talk with their neighbors and this is the last time to change their answers if they want to.
- Then tell them the actual price.
- Actual Price: on average
 1. Notebook: \$1-1.5
 2. Pencils: \$3
 3. Dum dums: \$2.5-3
 4. Bottle of water: \$1-2
 5. Backpack: \$30-55
- Teams who get closest get piece of one extra candy

Why you think some items are higher in price than they actually are?

- Does this have to do with which item you value more?
- How does this change what you buy?
- How does stores make you buy what you want to buy?