

Teacher's notes

Every day we make choices, we choose what to wear, we choose what to eat, we choose when to cross the road and we choose whether or not to take an umbrella out with us.

These choices are based on our personal preferences and several external factors.

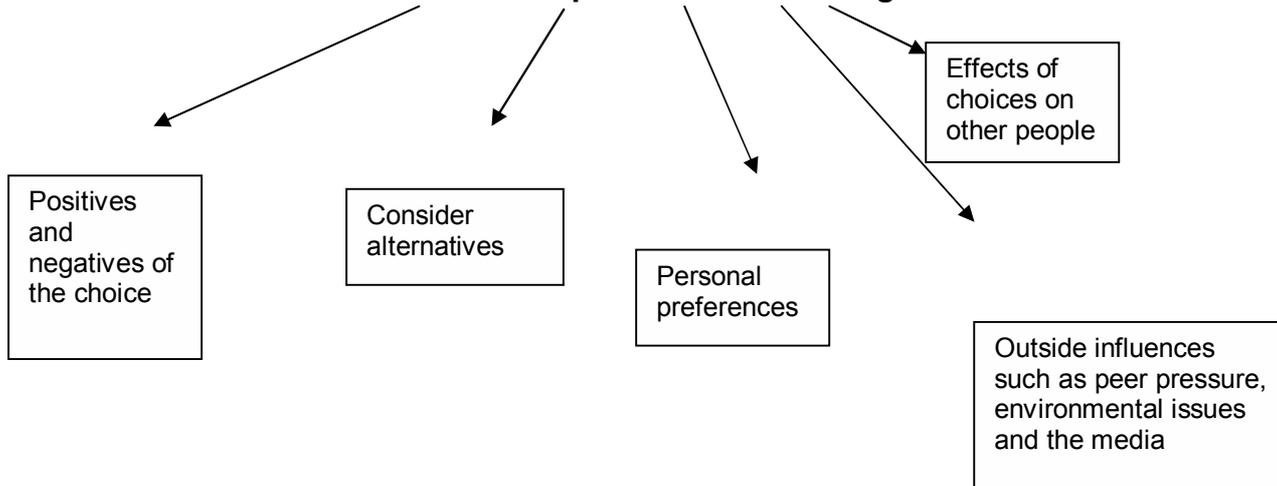
I.e. choosing what to wear- we do this based on our own personal style, what is fashionable at the time, peer pressure and societies perception, the weather, what is clean etc.

It is important for students to learn what their likes and dislikes are and the difference between right and wrong. These skills will help them to develop their decision making skills and help them make informed confident choices.

Students will be making decisions about what clothes they wish to buy, what music they like, what food they like to eat. There are many factors that will influence these decisions. Some are detailed below.

A simple decision-making process

What is important when making choices?



It is important that students are aware of the process and how they reach a decision. Emphasise the fact choices have to be made every day, some need to be made quickly (i.e. when to cross the road) and other can be considered (what new trainers to buy).

Things to consider when making choices

- Peer pressure
- Rights and responsibilities
- Effects of choices on the environment
- What are the other effects of these choices?
- What are the effects of these choices on other people?

Consumer choices

Students need to be aware of the things they want and the things they need when they are making choices about consumer purchases.

They also need to be aware of other pressures i.e. peer pressure. Does the student need a pair of Nike trainers at £60 because people at school dictate that he will be cool if he has them? Or would an own brand pair at £20 do the same job but not carry the same kudos? Students need to be aware of peer pressure and how to resist it.

Advertising

Advertising is an extremely powerful tool when consumers are making choices. Advertising can be very influential. Get students to discuss an advert they have seen recently. Did it make them want to buy the product or visit the place advertised? If yes, why? If no why? Do students think advertising and the media influences peoples choices? E.g. would MacDonald's be as busy if they did not have adverts on the television all the time?