

YOUVILLE

UNDERSTANDING ADVERTISING | 8-10 YEARS OLD

What Is Advertising Literacy?



YOUVILLE



SOCIAL MEDIA
SKATEPARK

DETECTIVE
AGENCY

JUMBOFAN

POST
OFFICE

BOTANICAL
GARDEN

STREET FAIR

SECONDHAND
THRIFT SHOPPE

AQUARIUM

CAMP
GROUND

PRIVACY PARK

BASEBALL
FIELD

WARM-UP

Ad It Up

How many of you have heard the word “advertisement” or “ad” before? What is it?

Think about the advertisements you see in your everyday life. Where have you seen them?

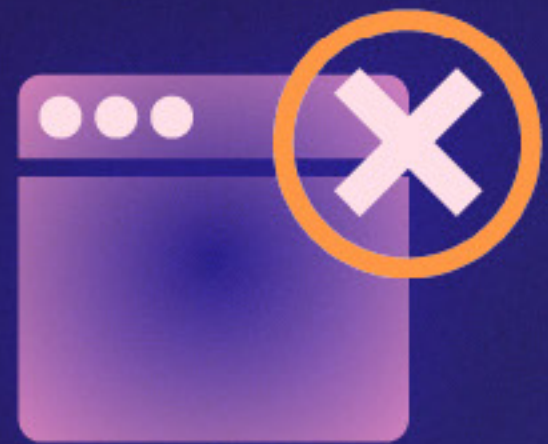


What Are Ads?

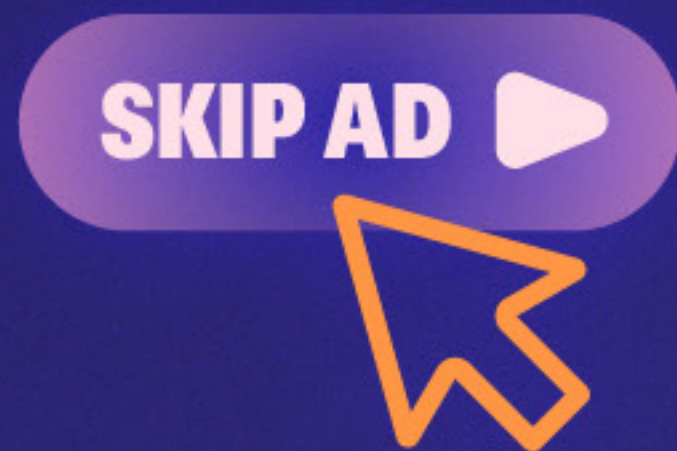
- 1** An ad is a tool used to get people to buy or do something.
- 2** Most of the shows, games, and sites you love are free or affordable because of ads.
- 3** Ads can help you learn about new products, but it's important to notice when an ad tries to get you to buy or do something.

How To Spot Ads

You might see...



An “X” that you can click on to close the ad



A “Skip Ad” button that appears after a video plays for a few seconds



A hashtag that says #ad, #paidpromotion, or #sponsored



A background that’s different from the videos or shows you’re watching

MINI LESSON

How To Spot Ads

Some ads are harder to spot.



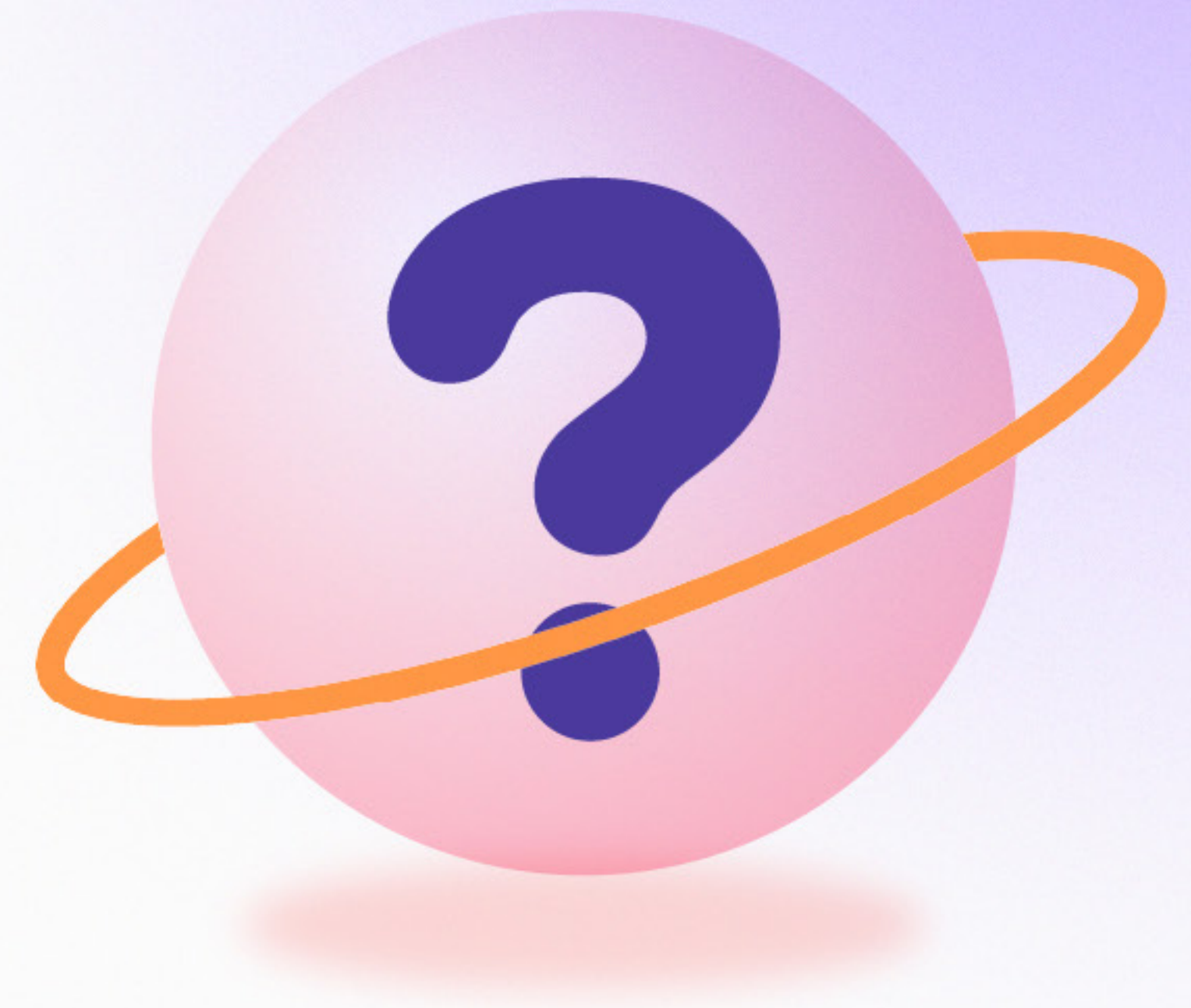
Use of
influencers



Unboxing
videos

Questions To Help Spot Ads

- 1 **WHO** is responsible for this message?
- 2 **WHAT** is this message actually saying?
- 3 **WHAT** does this message want me to do?



Responding to Ads

When it comes to advertising, your challenge is to spot it and decide for yourself:

- 1** Do you agree with what the message is asking you to do?
- 2** Do you need to do more research before making a decision about what's being offered?

Talking to a parent or trusted adult can also help you answer these questions.



CHALLENGE ACTIVITY

Sniff Out the Ads



CHALLENGE ACTIVITY

Sniff Out the Ads

The Claud plasters the town with messages — in games, texts, and on social media sites.

Help the Youville Detective Agency sniff out the ads.



Sniff Out the Ads

- 1** WHO is responsible for this message?
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- 3** WHAT does this message want me to do?

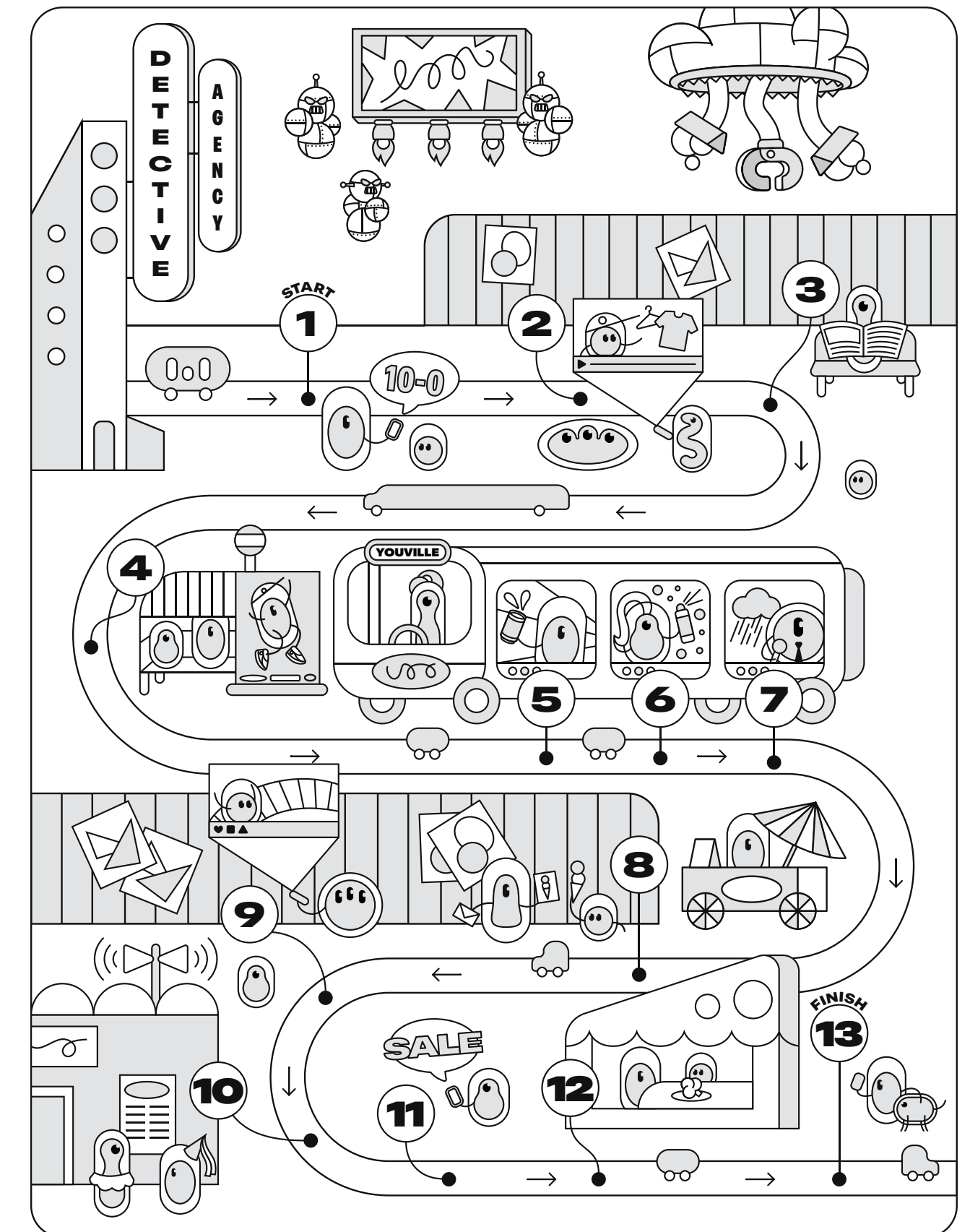


Sniff Out the Ads

Help the Youville Detective Agency find the ads. The Cloud plasters the town with messages — in games, texts, and on social media sites.

At each numbered stop, stop number. Then, ask the message is an ad or isn't. Move to the next stop and

- **WHO** is responsible
- **WHAT** is this message
- **WHAT** does this message



Thinking Outside the UNBox

Now you know more about where ads appear and how they work. Think of a time when you saw an ad but didn't realize it was an ad at the time — it could have been an unboxing video, an ad in a game, or something else. Decide on one example. Then, answer the questions on this sheet.



Name _____ Date _____

Thinking Outside the UNBox

Think of a time when you saw an ad but didn't realize it was an ad at the time — it could have been an unboxing video, an ad in a game, or something else. Decide on one example. Then, answer the questions below.

- 1 Where did you see the ad?

- 2 What was the ad for?

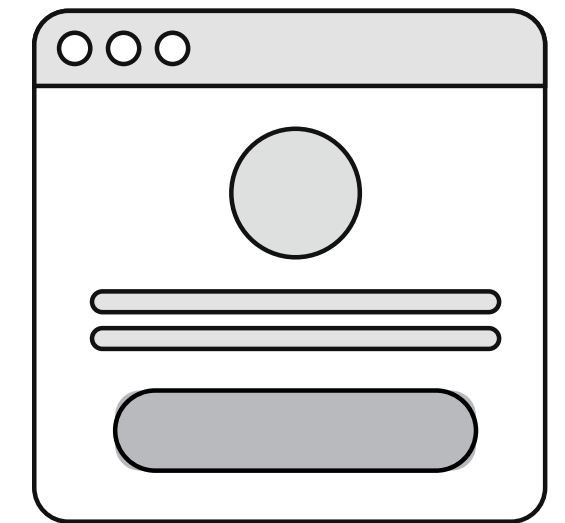
- 3 Why didn't you realize it was an ad at first?

- 4 Could you have used the three questions to figure it out?

- 5 Who was responsible for the ad?

- 6 What was the ad actually saying?

- 7 What was the ad asking you to do?



Good Job!

Looks like the Youbies sniffed out The Claud's ads.

The Claud has moved on to another part of Youville.

