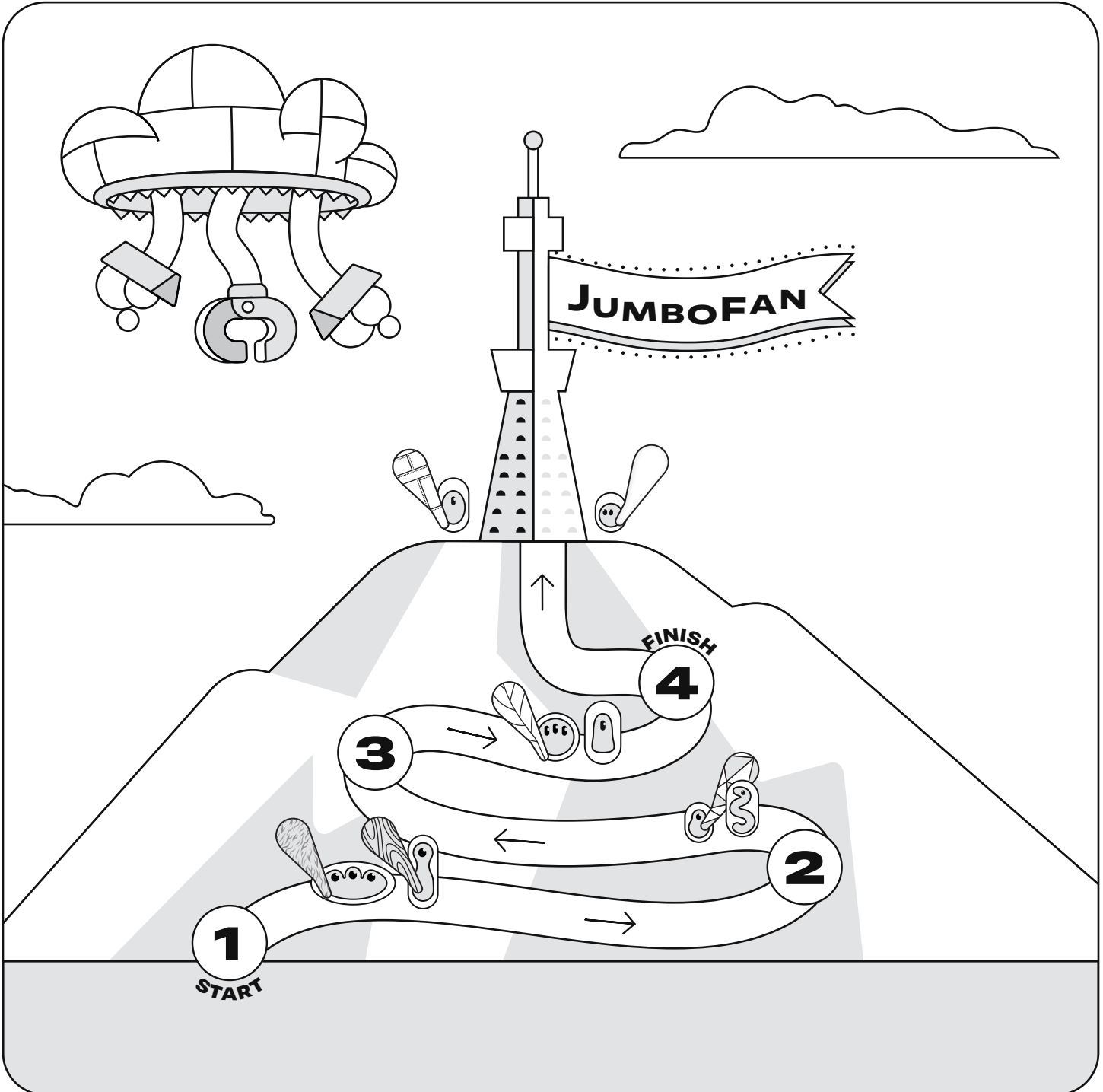


Question Quest

Write your responses to the questions for each scenario at every curve.

When you pass all of the curves, you'll reach the highest point in Youville to build your JumboFan.



Name_____

Date_____

Question Quest

1 You play a video game and get a message from someone you don't know. They tell you about a cool new game you can play together and send you a link to join.

WHO is really sending me this message?_____

WHAT do they want me to do?_____

WHY are they asking me to do it?_____

What will you do next? _____

2 You play a world-building video game and see lots of negative comments making fun of the way your classmate's avatar looks. Most of the comments are from names you don't know, but a couple are from students at your school. Your close friend wrote a negative comment.

What will you do next? _____

Name_____

Date_____

Question Quest

3 You get an email in your school account announcing that you won an expensive new phone from an international contest. To claim it, it says you have to click on the link in the email to enter your name, your address, and a credit card number for shipping.

IS this really free? _____

WHY is this free? _____

HOW long is it free? _____

What will you do next? _____

4 You play a game online, and an ad pops up with a character from your favorite sushi-making game. In the ad, the character tells you about a new sushi-making toy that's just like the one you used in the game.

Which advertising technique does this ad use (association and hype, testimonials and endorsements, emotional and sense appeal, urgency, or repetition)?

How do you know? _____
