

WHAT INFLUENCES OUR CHOICES?

Age 7-11

Activity Idea

Read the story below with your child.

THE LATEST CONSOLE GAME

Will is out with his friends in town, they keep seeing adverts for the latest console game – it's everywhere, on the bus, in the shops, even on the television when he gets home. Everyone is talking about this game.

A few days later Will is out with his friends again, all his friends now have the new console game that they saw earlier in the week. Will really wants it too. Some of his friends laugh at him when he says he hasn't got it yet, Will feels very cross and upset. He tells his friends that he is going to get it at the weekend.

When Will gets home he asks his mother if he can have the new game, he tells her all about how great it is. His mother asks why he has to have the game, he tells her that 'it's what everyone is talking about and that everyone else has got it', so he needs it too. Will's mum thinks the game is a waste of money and he won't enjoy it very much, but tells him that if he buys it himself he can have it.

Will goes shopping, when he is in the shop he sees the game on the screen and thinks it looks a bit boring, but he is determined to have what all his friends have got. Will buys the game, even though it is expensive and he needs to use almost all the money he has saved ... at least he has the latest game, he is happy.

When he gets home he loads the game and starts to play, but to be honest he thinks it is a bit rubbish, in fact it's definitely boring! Will begins to regret that he has bought the game, he has spent almost all his money on something that he thinks he won't really play with.

Discuss Will's experience using the questions below:

- Why was it important to Will to be like everyone else?
- Who influenced Will to want the game?
- Do you think Will really needed the game?
- How do you think Will feels about the decision he made and the money he has spent?
- What would you have done in Will's situation?

Now ask your child to look at the list below which shows some of the ways we might be persuaded to buy things. Work together to rank the 8 options from most persuasive to least persuasive. There's no right or wrong answer, different people are influenced in different ways.

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| • Television | • Family | • Internet | • Advertising boards |
| • Magazines | • Friends | • Film | • Social media |

Explain that we can all be persuaded to do things, to buy things and to try things! Sometimes it is our friends and family who persuade us, but sometimes we are persuaded by the companies that make the products.