



R- 2025

CONSUMER SAVVY

II: Consumer Wise

Project Overview

Are you a consumer? You bet – we all are! Consumer Savvy will help you to become informed and responsible consumers in today's dynamic marketplace. In this project you will be introduced to the influence of peer pressure, the power of advertising, and the expanding Web market as you learn to make independent decisions when shopping.

Key Learning Topics

- Ways to be a good cyber consumer
- Shopping safely in cyberspace
- Research online shopping sites
- Assess advertisements
- Determine what purchases you make based on peer pressure
- Make decisions based upon what is right and wrong
- Determine the role of values in decision-making

Expanding the Project

- Teach another person one of the consumerism skills you've learned.
- Give a talk or demonstration to your club on being a bargain shopper.
- Participate in Consumer Decision Making contest at the County, District or State levels.

Resources

- Consumer Savvy I: The Consumer in Me
- Consumer Savvy II: Consumer Wise
- General Project Record Sheet



Exhibit Guidelines

1. Consumer Savvy II Exhibit

Note: if entering posters or display boards in #3 listed above, ensure that they meet the following guidelines:

- Posters may be no larger than 14 X 22 inches. Posters are defined as any flat paper, foam board, cardboard, or other backing appropriate for hanging on the wall.
- Display Boards may be no larger than 18 x 48 inches. Display boards are defined as scored, freestanding science boards.
- Exhibits: Exhibit bases for three dimensional vertical displays may be no larger than 24 x 24 inches

Targeting Life Skills:

- Self-discipline
- Leadership
- Wise use of Resources
- Critical thinking
- Problem solving
- Decision Making
- Self-esteem
- Resiliency
- Self-Motivation
- Personal Safety

