

Education News & Notes

Learning About The Economy At A Virtual Mall

(NAPS)—Parents and teachers who want children to learn more about the economy and business have a new resource to help them.

The Federal Trade Commission (FTC), the nation's consumer protection agency, has created www.ftc.gov/YouAreHere, a Web site that introduces kids to key consumer and business concepts.

The site is set in a shopping mall and is aimed at young people under 12—a group that is reported to spend billions of dollars on goods and services every year.

The site takes kids on an experiential journey that presents the FTC's mission and its role in American commerce.

By linking the work of the FTC to the lives of kids, YouAreHere teaches youngsters how to be more savvy consumers by demonstrating the benefits of competition, how advertising can influence buying decisions, and the rules and regulations that many businesspeople deal with. The site also helps parents and teachers teach kids about their role in the marketplace.

Visitors can design and print advertisements for a shoe store, uncover suspicious claims in an ad, learn to identify the catches behind bogus modeling and "free" vacation offers, and guess the retail price of various candies based on their supply, demand and production costs.

One game allows visitors to compare sales pitches from three pizza restaurants as it explains competition. A short film playing at the cinema illustrates the history of the FTC. In the Security Plaza, kids learn the importance of protecting personal information



Young people can learn how to be savvy shoppers at a site that introduces them to key consumer and business concepts.

on- and offline. Meanwhile, the Arcade offers "Info Defender 3," in which players can defend the identities of Earthlings against Cyclorian invaders.

For parents and teachers, the site offers fact sheets that cover advertising, marketing and competition in more detail, along with ideas for related activities.

Teachers report using the site in classroom activities that involve consumer economics, government, social studies, history and language arts because it offers a unique approach to providing consumer tips and explaining the role of business and government in daily life.

The Federal Trade Commission works for consumers to prevent fraudulent, deceptive and unfair business practices and to provide information to help spot, stop and avoid them.

To learn more, visit the Web site at www.ftc.gov/YouAreHere.

Did You Know?

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