

Short Activity Title		Let's go shopping!
Author	Jesús Melgar Tito, Spain	
Topic	Participating on the Web	
Competences	Mathematical competence and basic competence in science and technology / Communication in the mother tongue / Digital competence	
Level	<input checked="" type="checkbox"/> Easy <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Difficult	
Age Group	13-15 years	
Duration	Series of two lessons	
Aim of this lesson	<ul style="list-style-type: none"> • Provide students with background on e-commerce. • Encourage students to think about the advantages and disadvantages of online shopping. • Compare online shopping and traditional shopping. 	
Introduction	What do you think the first e-shopper was like? Someone with very technical skills? Someone with a computer science background? You would be surprised: let me introduce you to Jane Snowball who, in May 1984, used her television to buy online for the first time ever. She only ordered some butter, cereals and eggs from a nearby supermarket.	
Tools	Computers with internet access, Projector, Flipchart.	
Process		
Lesson 1	The character	
Step 1 – (5 minutes)	Look for information about the profile of e-shoppers today (age, gender, like, etc.). Does Mrs Snowball match this profile? E-commerce in figures	
	Source: Ecommerce Europe http://www.ecommerce-europe.eu/home	

Step 2 – (20 minutes)

(Work in groups) Analyse the information given in the infographic above. Look at the number of European e-shoppers. What's the percentage of inhabitants that buy online? Is it similar to what happens among your relatives or friends?

Ask students to gather information about their classmates and answer the following questions:

- Calculate the percentage of e-shoppers in your classroom.
- Have a look at the data about the average spending of each shopper. Do you think there is a similar average in your classroom?

There is a big difference between the west and other areas of Europe. What could be the reason for that?

Step 3 – (20 minutes)

It was not always like that. Look for information and create a graph with the number of inhabitants, the number of people using the internet and the percentage of e-shoppers in the last five years. Was the increase in the number of buyers proportional each year? Make a prediction of what's going to happen in the next five years.

In the image there are some figures about the number of employees related to e-commerce. What is your opinion about this? Does the increase in the use of e-commerce have an impact on traditional shops?

Lesson 2

Traditional vs internet shopping

Step 1 – (10 minutes)

Compare online shopping with traditional shopping.

Have you ever bought anything online? Why did you make a purchase online instead of going to a traditional shop in your town?

As for our rights, do we have the same rights when we buy online as when we buy in a traditional shop? Think of a shop that is close to your home. How could they sell their goods online?

Step 2 – (10 minutes)

Complete the following table with the pros and cons of online shopping.

Pros	Cons
1. Buy something typical from another place.	1. Don't know if the clothes would suit me well.

What do we buy?

Among the most outlandish stuff sold and bought online we can find that someone paid \$28,000 US dollars for a sandwich with the face of the Virgin Mary on it, and \$14,000 US dollars for a used chewing gum belonging to Britney Spears. In another case, more than 24,000 people bid to have their publicity forever displayed on the body of a woman; eventually, goldenpalace.com paid the amount of \$37,375 US dollars so their logo was tattooed on Kari Smith's forehead.

Step 3 – (10 minutes)

Have you ever tried to sell one of your old video games that you do not use anymore? Can everybody sell online or do you think you must launch a company for that? What do you think is the best online selling product?

Discuss with your partners whether everything can be sold online or whether there are limitations. In that case, what are the limitations and who should decide them?

Step 4 – (10 minutes)

There are different methods of paying when we shop online, from cash on delivery to credit card or bank transfer. Get information about payment gateways (Paypal, Google Wallet, etc.) What are they and what are the advantages of their use?

Apart from these methods, there are also several apps for tablets and smartphones that allow for secure online shopping. Search some of these apps. Would a world without cash be possible?

Step 5 – (5 minutes)

Imagine that one of your friends is shopping online and buying everything and anything, including apps, music downloads and software programs.

Based on the previous lessons, what can you share with your friend about online shopping? Why would you want to tell your friend to think before buying? Or better yet, why would you tell your friend to check with his/her parents before buying anything?