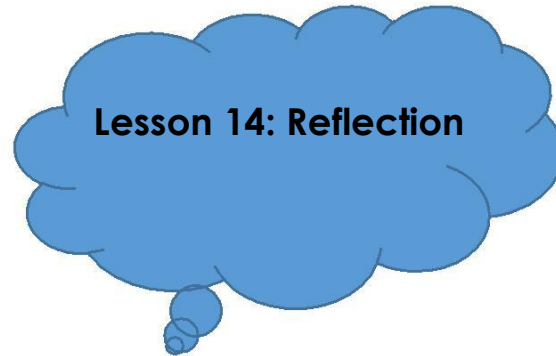


Name: _____



Evaluate your ability to pay attention to the subtle tactics that are used in advertisements.

When I look at advertisements and packaging for products, I read the "fine print" to be sure that I know what I am getting when I decide to buy a product. ☐ always ☐ usually ☐ sometimes ☐ never	When I look at advertisements and packaging for products, I think about whether a celebrity endorsing a product has any qualifications to do so. ☐ always ☐ usually ☐ sometimes ☐ never
When I look at advertisements and packaging for products, I am aware that an endorsement may be motivated by financial gain rather than the value of the product itself. ☐ always ☐ usually ☐ sometimes ☐ never	When I look at advertisements and packaging for products, I compare the claims made in the ad to the facts about the product on the label. ☐ always ☐ usually ☐ sometimes ☐ never

Now complete these sentences.

I do/do not (Choose one!) think it is right for a celebrity to endorse a product in return for payment because _____.

I am/am not (Choose one!) influenced to buy a product when it is advertised by a celebrity because _____.

I think it is/is not (Choose one!) fair for advertisers to represent products as "perfect" because _____.

I think it is/is not (Choose one!) the responsibility of the consumer to study ads carefully because _____.