## **Lesson Plan**

Date	
Period	
Class	ICT Year 9.
Lesson	Lesson 1.

Context of the lesson Where this fits into the "Big Picture"	In this unit pupils investigate the collection and use of data by commercial organisations and government agencies. The social and legal implications of such large scale data collection and storage are examined.		
MLO for this lesson.	Know: That data about us can be easily collected through data capture forms.		
What will pupils know/understand by the end of the lesson	<i>Understand</i> :. How a shop can build up a profile of a person/family through their application form and weekly shopping.		
	<i>Be able to:</i> Identify the advantages and disadvantage to consumers and shops of loyalty schemes.	of using	
Teacher	Greet and settle students. Take register	5 mins	
input/Activities. What the pupils should undertake with approximate timings.	Teacher led discussion. Introduce students to the unit. Explain that over the next three weeks they are going to be finding out about how organisations and Government agencies collect data about people. They are going to consider some of the benefits and problems that can arise from this practice.	5 mins.	
	Display slide 1 from 'loyalty_cards.ppt' on the board Ask students to identify what is shown in the picture. Ask if they or their parents possess any loyalty cards. Ask what benefits people get from having loyalty cards e.g. points, money off shopping, special sale prices etc	5 mins.	
	Paired activity. Explain to students that in order to get a loyalty card, a person has to first complete an application form. In pairs they should discuss what information they think people have to provide on the application form. Feedback to the class and write answers on the board  Information required: Title, first name, surname, full address, home telephone number, mobile number, email address.	5 mins	
	Teacher led discussion.  Ask students where supermarkets store this information and how it links to the loyalty card. Ensure they understand the link between the name and address in the database and the number on the card.  Ask students why they think that shops want all of this information before they will give the customer a loyalty card. Explain that shops want to be able to track what you are buying week after week so they can build up a picture about you and your family	15 mins	
	Paired activity and class discussion. Hand out a copy of 'shopping list.doc to pairs of students. Explain that this is a list of items purchased by somebody in a supermarket. The person used their loyalty card so the shop now has a record of the items purchased. Their task is to see how much information the shop could find out about the family from just one trolley of goods.		

	Feedback to the class	5 mins
	Display slides 2-6 from 'loyalty cards.ppt' and demonstrate how much	
	information a supermarket can find out.	
	Display slide 7. Ask students if they are surprised at how accurate a picture	
	the supermarkets can build up from just one trolley full of goods.	
	Teacher led discussion.	
	Ask students why they think that supermarkets want all of this information	
	and why they want to build up such an accurate picture of their shoppers.	
	Possible answers:	
	So that they can build up a picture of the type of customer that visits their	
	store. Different branches of the same supermarket can have very different	
	customers depending on their location. This helps them decide what to	
	stock. So that they can send you letters about discounts or special offers on things	5 mins
	that you regularly buy	
	So that they can work out links between things that people buy and place	
	these goods next to one another in the store	
	Paired discussion:	
	Are there any dangers to the consumer of the supermarket storing so much	
	information about you and your family?	
	Feedback to the class	
	Possible answers	
	Invasion of privacy	
	Risk of data loss – what if your data fell into the wrong hands?	
	Supermarkets can sell your data if you forgot to tick the little box at the	
	bottom of the form when you first applied for your card	
	Lots of junk mail with offers you might not be interested in	
Review/Summary	What is a loyalty scheme?	5 mins
At least 5 minutes	What benefits are there to customers? Are there any disadvantages?	
before end.	What benefits are there for shops?	
Extension work	Find out about how supermarkets use technology such as EPOS to control the	ir stock
	levels.	
Homework	Hand out a copy of 'lesson 1 homework'	
	Students should write a short report about different technology that is being us	sed by
	supermarkets and decide who benefits the most: customers or supermarkets.	
Materials required	Loyalty_cards.ppt	
	Weekly shopping task.doc	
	Lesson1 homework.doc	

## You may:

- Guide teachers or students to access this resource from the teach-ict.com site
- Print out enough copies to use during the lesson

## You may not:

- Save this resource to a school network or VLE
- Adapt or build on this work

## A subscription will enable you to access an editable version and save it on your protected network or $$\operatorname{VLE}$$