

Name:

Students will be able to:

- Examine their role as a consumer and their consumer decisions
- Explain how social media and influencers can impact a consumer's spending decisions
- Identify steps a consumer can take to decrease the influence of social media on their spending decisions



INTRO

QUESTION OF THE DAY: When deciding whether to follow an influencer on social media, what trait did teens say was most important?

Answer the question on the first slide in the space below. Then, compare your answer to the answer on the second slide. Finally, follow your teacher's directions on how to answer the follow-up questions on the last slide.

1. **When deciding whether to follow an influencer on social media, what trait did teens say was most important?**



LEARN IT

VIDEO: [TikTok Made Me Buy It](#)

REFERENCE: [What Does Social Media Influence Us to Buy?](#)

Many of our consumer decisions today are influenced by what we see on social media. An advertisement, a friend's post, or an influencer can sway us to buy things we may not really need. Watch this video and read through the reference to learn more about how social media can drive our spending decisions. Then, answer the questions.

1. **Has social media influenced a purchasing decision of yours? How?**

2. **What kinds of themes do you notice about the purchases Americans make after seeing them on social media?**
 3. **In the video, Yanely wonders if future generations will blame social media for excessive spending. Do you think it is primarily a social media platform's responsibility or a consumer's responsibility to practice and encourage wise spending behaviors? Explain.**
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VIDEO: [Influencing the Influencers](#)

While influencers can recommend products you think you need, it's important to think critically about what influencers post. Watch this video that just might leave you questioning how seriously you want to take an influencer's post the next time you see it on social media. Then, answer the questions.

1. **What was your reaction to the ending of the video? Why?**
 2. **The Question of the Day showed us that authenticity is important to teens when deciding whether or not to follow an influencer. Has this video impacted your perception of influencers' authenticity on social media? Explain.**
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ARTICLE: [A Social Media Break Could Save You Money. Here's How](#)

As we've seen, social media can encourage you to overspend. However, there are ways to use it more mindfully so that you can make financial decisions that align with your values and goals. Read through the list in the article section *Ways to Reduce Spending on Social Media* to learn how. Then answer the questions.

1. **Why do you think creating and sticking to a budget is the #1 item on the list of recommendations in this article?**

2. Which of the other main recommendations from the article would you like to practice? How do you think it might help you use social media more mindfully?

3. You hear a close friend say, “I really like using social media to stay in touch with my friends and family. But, now that I’ve become more aware of how it can influence my spending, I wonder if I should just delete all of my social media accounts.” What might you say to this friend in response? Why?



DO IT

ACTIVITY: ANALYZE: What is My Role as a Consumer?

Throughout this lesson, you’ve explored how social media can influence your consumer decisions. Now, take some time to reflect on the role you play as an individual consumer. Follow the directions on the worksheet to complete this activity.



EXIT TICKET

Follow your teacher’s directions to complete the Exit Ticket.