

## BLM 6: Web Scavenger Hunt

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Instructions: Using the links provided, visit sites to find the following information.

<i>Question</i>	<i>Site (URL) where you found the information</i>	<i>Answer to question</i>
1. Identify product(s) Adbusters sells.		
2. Explain who/what Enron is.		
3. Which company received the “Environmental Excellence Award”?		
4. In one sentence, provide a definition of globalization.		
5. Describe the pressures to accept advertising in schools.		
6. Identify two reasons why businesses want to target students in schools. (Hint: it’s <i>captivating!</i> )		
7. Name the organization that is guided by the belief that mixing commercial activities with public education raises issues of the proper relationship between educators, students and schools.		
8. How many newspapers does CanWest Global own?		
9. What does “bias through placement” mean?		

Answer key for teachers:

<i>Question</i>	<i>Site (URL) where you found the information</i>	<i>Answer to question</i>
1. Identify product(s)	<a href="http://adbusters.org/">http://adbusters.org/</a>	Sneakers, stickers for “culture jamming”

Adbusters sells.		
2. Explain who/what Enron is.	<a href="http://www.corpwatch.org/issues/PII.jsp?topicid=145">http://www.corpwatch.org/issues/PII.jsp?topicid=145</a>	Enron was the largest energy trader in the world, the largest natural gas pipeline owner in the country and a pioneering force behind energy deregulation
3. Which company received the “Environmental Excellence Award”?	<a href="http://www.business-ethics.com/">http://www.business-ethics.com/</a>	3M won this award in the “15th Annual Business Ethics Awards” the for “sustained commitment, innovation, and substantial impact in three decades of environmental stewardship.”
4. In one sentence, provide a definition of globalization	<a href="http://www.globalization101.org/globalization/">http://www.globalization101.org/globalization/</a>	“Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology.”
5. Describe the pressures to accept advertising in schools.	<a href="http://www.consumersunion.org/other/captivekids/summary.htm">http://www.consumersunion.org/other/captivekids/summary.htm</a>	Key pressures include: <ul style="list-style-type: none"> <li>• Chronic school budgetary problems;</li> <li>• Ever-growing presence of commercialism in all sectors of society;</li> <li>• Growing competition among corporations for the burgeoning “youth” market.</li> </ul>
6. Identify two reasons why businesses want to target students in schools.	<a href="http://www.consumersunion.org/other/captivekids/pressures.htm">http://www.consumersunion.org/other/captivekids/pressures.htm</a>	Reasons include: <ul style="list-style-type: none"> <li>• More than 43 million children attend schools.</li> <li>• Today's elementary-age children have tremendous spending power (approximately \$15-billion per year) while teenagers spend even more Today's teen-agers have even greater economic clout.</li> <li>• Children spend at least 20 percent of their time in school, making school the best way to reach them</li> </ul>
7. Name the organization that is guided by the belief that mixing commercial activities with public education raises issues of the proper relationship between educators, students and schools	<a href="http://www.asu.edu/educ/eps/ceru.htm">http://www.asu.edu/educ/eps/ceru.htm</a>	CERU, directed by Professor Alex Molnar, conducts research, disseminates information, and helps facilitate dialogue between the education community, policy makers, and the public at large about commercial activities in schools.
8. How many newspapers does CanWest Global own?	<a href="http://www.cjr.org/tools/owners/canwest.asp">http://www.cjr.org/tools/owners/canwest.asp</a>	14
9. What does “bias through placement” mean?	<a href="http://www.media-awareness.ca/english/resources/articles/diversity/bias_news.cfm">http://www.media-awareness.ca/english/resources/articles/diversity/bias_news.cfm</a>	Readers of papers judge first-page stories to be more significant than those buried in the back. Television and radio newscasts run the most important stories first and leave the less significant for later. Where a story is placed, therefore, influences what a reader or viewer

		thinks about its importance
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