Related resources for students

These resources can be used to reinforce or expand upon students’ understanding of key concepts in the module.

**Resource:** You Are Here  
**Source:** Federal Trade Commission  
**Description:** Online environment in which students can explore concepts such as the impact of advertising and how to be a smarter consumer  
**Link:** [http://www.consumer.ftc.gov/sites/default/files/games/off-site/youarehere/index.html](http://www.consumer.ftc.gov/sites/default/files/games/off-site/youarehere/index.html)

**Resource:** Admongo.gov  
**Source:** Federal Trade Commission  
**Description:** Online game that helps teach young people how to decode advertising.  
**Link:** [http://www.admongo.gov](http://www.admongo.gov)

**Resource:** The Merchants of Cool  
**Source:** Frontline  
**Description:** Television program, most suitable for older children in this age group, about media efforts to market to teenagers—site also includes a panel discussion of young people reacting to the program  
**Link:** [http://www.pbs.org/wgbh/pages/frontline/shows/cool/](http://www.pbs.org/wgbh/pages/frontline/shows/cool/)

**Resource:** Don’t Buy It—Get Media Smart!  
**Source:** Corporation for Public Broadcasting  
**Description:** Website in which students can explore topics such as advertising and other influences and learn tips for being smarter consumers  
**Link:** [http://pbskids.org/dontbuyit/](http://pbskids.org/dontbuyit/)