

GRADE 4 LEARNING PACK

Consumer Choices: Price, Persuasion & Subscriptions

Recognise persuasive sales techniques, compare value and understand that digital purchases/subscriptions belong with adult approval.

LEARN • PRACTISE • CREATE • REFLECT

Original BrightPencil Kids resource - adult-led where appropriate

A4 edition • 12 purposeful pages • review copy

Print. Learn. Grow.

Grown-up guide

Learning objective

Recognise persuasive sales techniques, compare value and understand that digital purchases/subscriptions belong with adult approval.

Use this pack well

- Model the first example aloud, then let the learner try.
- Ask “How do you know?” more often than “Are you finished?”.
- Use real objects, talk, movement or observation when the activity suggests it.
- Stop or shorten the session if attention or enjoyment drops.
- Open-ended pages can have many successful answers.

Quality note

This resource was written originally for BrightPencil Kids. Curriculum sources informed scope and progression only; no third-party worksheet or story text is reproduced.

Learn the idea

1 A low first price may not describe the full long-term cost.

2 “Limited time” and popularity claims are persuasion, not proof of value.

3 Children should not make digital purchases or subscriptions without parent/caregiver approval.

Talk about it

Explain one idea in your own words. Give an example from real life, a drawing or an object if that helps.

Compare one-time and recurring fictional costs over three months.

Identify an introductory price in a mock offer.

Separate product fact from persuasive wording.

Calculate total cost for simple whole-number subscription examples.

Choose the safe response to an in-app purchase prompt: stop and ask parent/caregiver.

Try it beyond the page

Real-world / hands-on connection

With an adult, compare two harmless offers without purchasing anything and identify total cost and persuasive language.

Before you finish

What did you notice?

What evidence, object or example helped you?

What would you change if you tried again?

Create something

Your project

Create an adult-facing purchase-check card: Need? Total cost? Renewal? Cancellation? Alternatives?

Use this space for planning, drawing, mapping, designing or notes.

CHALLENGE

Think deeper

1. Does “50% off today” prove good value?

2. Who approves child digital purchases?

3. Why check renewal terms?

Quick review

1. In one sentence, explain the big idea of “Consumer Choices: Price, Persuasion & Subscriptions”.

2. Draw or write one example that shows you understand.

3. Choose one activity from this pack and explain the strategy you used.

4. Write one question you still have.

Answer & discussion notes

Use these as guidance, not scripts. Open questions can have different successful responses when the reasoning is sensible and evidence-based.

1. Suggested response

No.

2. Suggested response

A parent/caregiver through the protected adult flow.

3. Suggested response

Recurring costs can continue beyond the first payment.

Review before publication

Check age fit, factual accuracy, clarity, accessibility, rights provenance and whether the activity works in practice. This file remains a review copy until those checks are signed off.

FINISH

My learning reflection

I finished this BrightPencil learning pack.

One thing I understand better now:

A strategy that helped me:

Something I created or noticed:

My next small question or goal:

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