

GRADE 5 LEARNING PACK

Consumer Awareness & In-App Purchases

Recognise persuasive design, recurring costs and protected adult purchase flows.

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 design, recurring costs and protected adult purchase flows.

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 Digital purchases can include one-time, recurring and optional content costs.

2 Countdowns, scarcity and popularity messages are persuasion, not proof of value.

3 Child purchases must stay behind the parent boundary and official store purchase system.

Talk about it

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

Build a clear model or organiser that shows: Digital purchases can include one-time, recurring and optional content costs.

Use supplied evidence to test this idea: Countdowns, scarcity and popularity messages are persuasion, not proof of value.

Compare two cases and explain where this principle matters: Child purchases must stay behind the parent boundary and official store purchase system.

Find one weak claim or assumption and revise it so it matches the evidence.

Write a short conclusion that states evidence, limitation and next question.

Try it beyond the page

Real-world / hands-on connection

With an adult, inspect a harmless mock offer and identify cost, renewal and persuasive wording.

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 a parent-facing purchase decision card: purpose, total cost, renewal, alternatives, cancellation.

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

CHALLENGE

Think deeper

1. Does “most popular” prove best value?

2. Who approves child digital purchases?

3. Why check renewal terms?

Quick review

1. In one sentence, explain the big idea of “Consumer Awareness & In-App Purchases”.

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 charges may continue.

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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