

STEP 3 Be a wise consumer

Search for truth in advertising.

CHOICES – DO ONE:

- **Know before you buy.** Go to an online shopping site that sells something: shoes, clothes, a car, or even auto insurance. Read the fine print and claims the company makes about its product. Then check the library for issues of *Consumer Reports* to see whether the claims stand up.

OR

- **Find a vintage ad in a magazine or newspaper.** Look for an ad from the 1960s, 1970s, or 1980s. Check out the Federal Trade Commission's policies in that ad's category and rewrite it in a way that the ad might run today.

OR

- **Evaluate a disclaimer from an ad.** A disclaimer is the "fine print" listing special qualifications—like a "not including taxes or fees" disclaimer next to a price. Find out how Federal Trade Commission policies govern the category of ad you choose. Does the ad satisfy the regulations? For a medical ad, check out the government policies about full disclosure. Did the company follow the rules? (What are the rules if the ad is televised?)



Where Do You Seek the Truth?

Sixty-six percent of high-school students get their news and information from the news pages of Internet portals such as Google and Yahoo!

Forty-five percent of high-school students say TV provides the most accurate news; 23 percent say newspapers.