

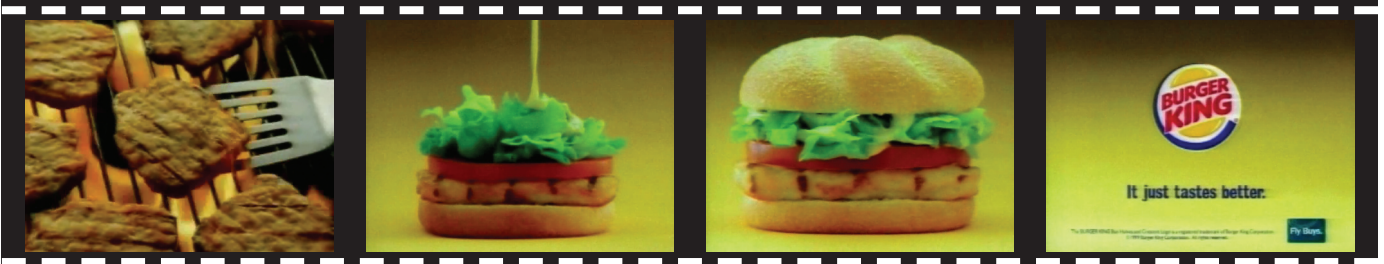
Approach: One to one  
 Focus: Thinking critically about visual messages  
 Resources: Video recording, with no sound, on laptop computer

**Questions / instructions:**

This activity uses the computer.

We're going to watch some adverts without the sound turned on. Watch carefully, because after each advert I'll ask you some questions about it.

Click the *Silent Ads* button. Click the *Advert 1* button.



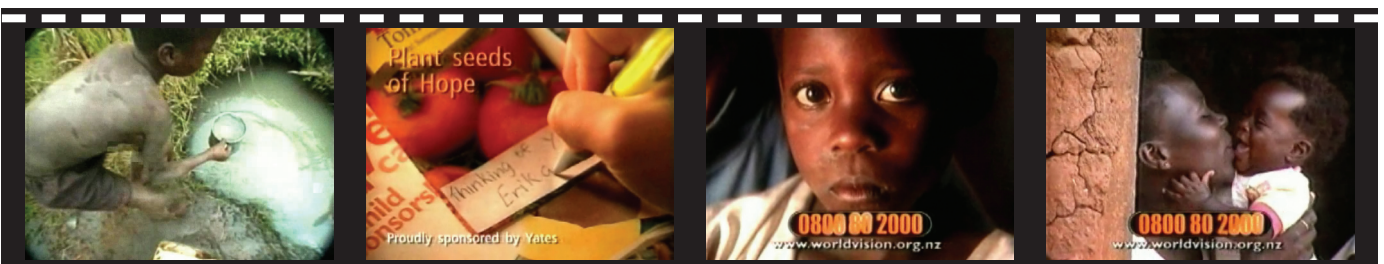
In this ad they are trying to get people to buy *Burger King* burgers.

1. What does this ad tell people about the *Burger King* burger?

		% response 2006 ('02)	
		year 4	year 8
<b>Ingredients:</b>	chicken	5 (4)	6 (12)
	other meat/patty	27 (24)	26 (29)
	not meat	69 (72)	68 (59)
	lettuce	20 (20)	24 (36)
	tomato	6 (8)	7 (21)
	bun	8 (11)	10 (20)
<b>Description:</b>	white sauce/mayonnaise	20 (19)	19 (36)
	meat flame grilled	22 (13)	48 (44)
	colourful/appealing	25 (36)	36 (54)
	makes it look big	4 (4)	8 (13)
	slogan - it just tastes better	10 (13)	15 (16)
	can get <i>Fly Buy</i> points	1 (2)	1 (4)
<i>Burger King</i> ingredients fresh	13 (4)	27 (18)	

2. Do you think this is a good ad for getting people to buy *Burger King* burgers? Why do you say that?

		% response 2006 ('02)	
		year 4	year 8
<b>Justification of choice:</b> (ad, not product)	yes	60 (66)	66 (81)
	no	28 (24)	17 (11)
	maybe	13 (11)	17 (9)
<b>Justification of choice:</b> (ad, not product)	strong	8 (2)	19 (4)
	moderate	39 (22)	58 (41)
	weak/none	54 (76)	31 (54)



Click the *Advert 2* button.

In this ad they are trying to get people to give money for poor children overseas.

3. What does this ad tell people about the poor children overseas?

		% response 2006 ('02)	
		year 4	year 8
<b>Justification of choice:</b> (ad, not product)	children live in poor conditions (e.g. dirty water, food, clothes)	81 (82)	89 (91)
	children have health problems	30 (30)	29 (33)
	therefore children are not very happy	3 (4)	8 (9)
	donated money can help	30 (29)	31 (37)
	children become healthier/happy	8 (6)	10 (12)

4. Do you think this is a good ad for getting people to give money for poor children overseas? Why do you say that?

		% response 2006 ('02)	
		year 4	year 8
<b>Justification of choice:</b> (ad, not product)	yes	92 (92)	91 (93)
	no	8 (5)	9 (4)
	maybe	1 (3)	0 (2)
<b>Justification of choice:</b> (ad, not product)	strong	19 (3)	37 (12)
	moderate	48 (37)	50 (48)
	weak/none	34 (60)	13 (40)



**Click the *Advert 3* button.**

In this ad they are trying to get people to buy *Bluebird* potato chips.

5. What does this ad tell people about *Bluebird* potato chips?

little detail about the chips  
suggests that they are very popular  
(even for penguins and polar bears)

	% response 2006 ('02)	
	year 4	year 8
yes	29 (13)	29 (23)
no	34 (33)	60 (48)

6. Do you think this is a good ad for getting people to buy *Bluebird* chips? Why do you say that?

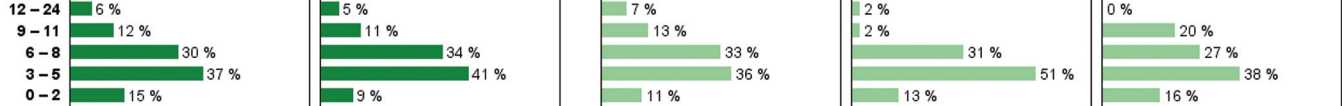
	% response 2006 ('02)	
	year 4	year 8
yes	56 (60)	59 (60)
no	32 (30)	27 (29)
maybe	12 (10)	14 (11)
<b>Justification of choice:</b> (ad, not product)	strong	12 (1)
	moderate	29 (26)
	weak - none	59 (73)
<b>Total score:</b>	12-24	6 (2)
	9-11	12 (8)
	6-8	32 (23)
	3-5	39 (43)
	0-2	12 (24)

**Subgroup Analyses:**

Year 4

Score

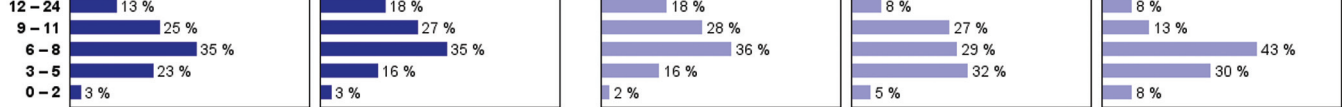
Range



Year 8

Score

Range



**Commentary:**

This task involved watching ads without their sound to analyse their messages and critique their effectiveness. Students in 2006 did somewhat better on this task than did students in 2002. There were no gender differences. Pakeha students did slightly better than Māori and Pasifika students.