

Approach: One to one
 Focus: Thinking critically about advertising
 Resources: Picture

Year: 4 & 8

Questions / instructions:



Show picture.

Look carefully at this advertisement for Storm watches. It gives us a special message about the watches. This message says: "Go your own way".

Point to the words "Go your own way".

1. What do you think they mean when they say "Go your own way"?

don't follow the crowd/make your own decisions
 buy this watch

% response 2006 ('02)
 year 4 year 8

45 (50) 66 (69)
 3 (6) 16 (23)

2. How do you think they use the pictures to show the message, "Go your own way"?

PROMPT: Is there anything else?

blue fish swimming in opposite direction to orange fish

89 (83) 94 (90)

3. What has this message, "Go your own way", got to do with watches?

this is a special/different sort of watch
 be adventurous and buy this watch

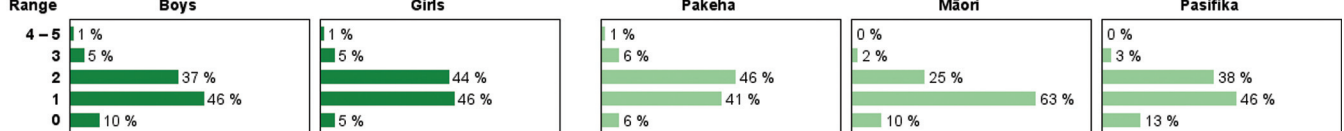
6 (12) 31 (35)
 4 (7) 14 (24)

Total score:	4-5	1 (2)	11 (19)
	3	5 (10)	22 (28)
	2	41 (41)	45 (28)
	1	44 (36)	19 (20)
	0	7 (11)	3 (5)

Subgroup Analyses:

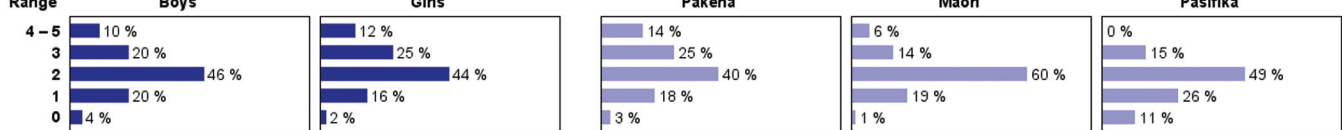
Year 4

Score Range



Year 8

Score Range



Commentary:

This task, which required students to think critically about advertising, was challenging for year 4 students. Performances in 2006 were similar to those of 2002. There were no gender differences. In year 4, the Pakeha students performed slightly better than the Māori or Pasifika students. In year 8, the Pakeha and Māori students performed somewhat better than Pasifika students.