

HS.PFE.E.1

STANDARD STATEMENT:

Analyze the psychology of money through cultural, social, and emotional influences on financial behavior.

ESSENTIAL QUESTIONS:

By the end of the unit, students should be able to answer:

- How do cultural values impact individuals' savings rates and investment preferences?
- What role does social pressure play in shaping financial decisions, and how can individuals resist its influence?
- What role does bias play in evaluating investment performance, and how can individuals overcome it?

PNWFCU LESSON THAT MEETS THE STANDARD:

- [The Great Depression & Recession](#)

SUPPORTING RESOURCES:

- [Open Education Resources/Oregon Open Learning Group](#)
- [NGPF Behavioral Economics](#)
- [Take Charge Today](#)

POTENTIAL STUDENT ACTIVITIES:

Advertising Analysis: Understand how marketing strategies impact spending behavior.

- Show students a variety of advertisements (print, TV, or online) from different sources (brands, products, services).

- Discuss the techniques used in these ads, such as emotional appeals, celebrity endorsements, scarcity tactics, and aspirational imagery.
- Encourage critical thinking:
 - How do these strategies influence consumer behavior?
 - Are there hidden messages or psychological triggers?
 - What emotions do these ads evoke?
- Focus on resisting impulsive purchases:
 - Discuss strategies to evaluate ads objectively.
 - Teach students to recognize when they're being influenced by marketing tactics.
 - Encourage reflection on needs versus wants.
- Discussion:
 - Engage students in group discussions or class debates.
 - Analyze specific ads together.
 - Explore real-world examples where individuals resisted or succumbed to marketing pressure.
 - Encourage students to share personal experiences related to advertising influence.
 - Discuss ethical considerations in advertising.

QUESTIONS:

Kristin Mullady

Financial Education Specialist

kristinm@pnwfcu.org



PACIFIC NW
FEDERAL CREDIT UNION

Want more resources like this?
Visit: pnwfcu.org/school-resources

