

Repository of Examples

Topic 1 – Introduction to Online Shopping through Globalization

Subject – Political Science

Plan

- While introducing the idea of globalisation, its basic definition can be provided and the consequence of globalisation can be elaborated upon, such as (free movement of goods and services across countries).
- Further, while talking about factors that enabled globalisation, technology must be mentioned as the primary factor and emphasis should be on **information and communication technology**, such as the invention of electronic devices and the internet.
- While talking about the internet, the idea of online shopping can be used as many children may relate to it.
- The basic idea is to talk about how, as a consequence of globalisation, there are fewer barriers, which makes it easy to move goods and provide services. Further, internet has reinforced globalisation even more. To prove this, the facilitator and the students can do the following activity.

Activity

- The facilitator can assign the students the following task.
- 'Look at the back of your clothes/objects that you own, such as a pencil box, a toy. Usually, all objects contain a tag, which reveals where they were manufactured. For example, 'made in China'. Do you think you would still own the object if there was no globalisation?
- The activity will help students understand the importance and practical application of globalisation and how globalisation has made things easier for the consumers.

Demo

- Now, talk about how **free movement of goods across states and countries would not be possible without technology**. For this, you can give the students a demo of purchasing a product online. The details of the demo are mentioned below.
- Create a situation where you explain to the students that they are looking to buy a book, which is not available in the book stores nearby. Demonstrate how to search for that book using the internet. Redirect them to online shopping websites, such as Amazon, Flipkart, etc and show them the steps, such as selecting, adding to cart, choosing a payment option, looking at the estimated delivery date, and checking out.
- The idea behind the demo is to help students navigate the steps to shop online and understand the importance of internet as a facilitator.

Topic 2 – Learning the Concept of Percentage and Discounts through Online Shopping

Subject – Mathematics

- Using the example of online shopping is one of the many relatable ways in which learners can comprehend the tricky concept of percentages and discounts.
- The session can start with an example of how online shopping platforms, such as Amazon and Myntra often offer a discount on their products.

Activity

- The activity will follow scaffolded instruction. The facilitator will demonstrate an example.
- For example, if the price of a product is originally 200 rupees. However, the website strikes the 200 and writes 'New Price = 160) and you want to know the discount percentage, how will you calculate it? The stepwise solution will be provided.
- Original Price = 200, Marked Price = 160
- Discount = Original Price – Marked Price, which is $200 - 160 = 40$
- Discount Percentage = $\text{Discount} / \text{Original Price} \times 100 = 40 / 200 \times 100 = 20\%$. Hence, the answer is 20%.
- Once, the demonstration of a math problem is done. Students can be asked to use the internet, go to online shopping websites, and look at original prices and marked prices of products that they may require and calculate discount percentages.
- The idea is to help students understand that they can always compare discount percentages.

Instructions

- For this activity, scaffolded instruction should be used, which means that the teacher has to provide support. First, the teacher will demonstrate how to calculate discount percentages for an online website with the help of visual aids and step by step instructions. Then, the teacher will instruct the students on how they can calculate discount percentages and redirect them to online websites. Additionally, the teacher will also offer help to the students who need support and guidance until the students are able to do it by themselves.

Topic 3 - Online Shopping (Pros and Cons) and Sustainable Development

Subject – Science/Social Science (Geography)

- Sustainable development goals (SDGs) are often introduced to students in middle or high school under science/social science.
- The idea of educating learners about SDGs is not only to help them understand what sustainable development goals are, but also how they can be achieved through collective effort.
- While introducing the seventeen sustainable development goals, the subject of online shopping can be brought up and both, the pros and cons can be introduced.

Activity

- For the abovementioned idea, the following activity can be used.



- The picture attached above can be displayed for the learners and based on research, the pros and cons of online shopping can be identified. Further, the learners can be asked which aspect of line shopping relates to which of the Sustainable Development Goals. Some examples are attached here to help facilitate the activity.
- For example, various researchers express concern about how online shopping has adverse effects on the environment due to product packaging. The packaging of the product requires a large amount of plastic/paper. As a teacher, you can ask the learners, “Which sustainable development goals are affected by packaging for the delivery of products shopped online?” The answer to the question is that it affects various SDGs, such as Responsible Consumption and Production (12), Climate Action (13), Life on Land (15), etc. The learners can also be asked to look at sustainable alternatives, such as environment friendly packaging.
- Another example, where e-commerce actually contributes to sustainable development can be used. For example, online shopping can reduce the need for physically going to a store, which can lead to a reduction in one’s carbon footprint and contribute towards achieving SDGs.
- However, to look at it from the critical pedagogy perspective is equally important. Sometimes, it is not possible for the learner to think critically. Hence, the facilitator must provide prompts. In this case, the prompt can be “How has online shopping contributed to fast fashion?”, “What is fast fashion and how does it affect sustainable development?”. This prompts the learner to think about how fast fashion is unsustainable as it leads to overproduction. Moreover, in fast fashion organizations, workers are not treated fairly, which affects the goals of No Poverty (1), Gender Equality (5), Decent Work and Economic Growth (8), etc.

Reference

Revinova, S. (2021). E-commerce effects for the sustainable development goals. *SHS Web of Conferences*, 114, 01013. <https://doi.org/10.1051/shsconf/202111401013>

Topic 4 – Online Shopping Platforms and Capitalism

Subject – Economics

- Capitalism is a topic that often comes up in economics, while teaching about the types of market economies to learners.
- Initially the learners must be introduced to the basics of capitalism, which include private ownership of the means of production, profit generation, lack of or no regulation from the government, demand and supply in a free market.

Activity

- Once the idea of capitalism is introduced to the learners, ask them to think of its advantages and disadvantages. The idea is to help the learners engage in critical thinking rather than making them rote memorize the advantages and disadvantages. After initiating the discussion, create two columns on the blackboard and note down their points. Some important advantages and disadvantages are listed below.

Advantages	Disadvantages
Economic growth as profit generation reinforces innovation.	Income inequalities as it leads to accumulation of wealth and power.
Increased consumer choices due to free supply.	Costs to the environment as the sole idea is to generate profits.
More efficient production as cost is cut to prevent losses	Exploitation of labour as there is no supervision from the government in a free market

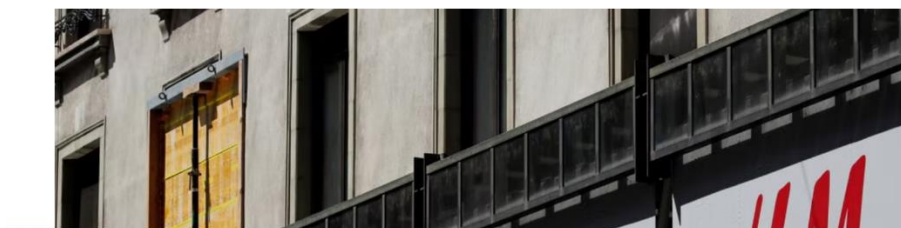
- Once the advantages and disadvantages are listed down, introduce the learners to Amazon and Flipkart. Prompt them to recognize how they are capitalist as they are privately owned and are run solely for profit.
- Now, prompt them to think about how websites such as Amazon and Flipkart offer so many discounts. Ask questions like,
 1. Who pays the ultimate price?
 2. As capitalist firms, do they bear the losses? No, since their purpose is profit generation.

The idea is to help them understand that if products are available at a cheap price, it is not the capitalist firms that pay the price. Rather, it is the workers who are underpaid and exploited. Use news headlines and case studies to prove the same. One such example is given below:

H&M accused of failing to ensure fair wages for global factory workers

Employees forced to work excessive hours in order to survive, Clean Clothes Campaign says

Samuel Osborne • Monday 24 September 2018 18:39 • [Comments](#)



- The idea is to help learners use their critical thinking skills and not take anything at its face value.
- Further, help them understand that while Amazon, Flipkart, and other online shopping websites may have its advantages, it may affect local vendors. Encourage them to interact with local vendors and ask how their business has been affected. It will create a sense of empathy among the learners.

References - <https://www.independent.co.uk/news/business/news/h-and-m-fair-wages-global-factory-workers-living-wage-employees-pay-bulgaria-turkey-india-cambodia-a8553041.html>
<https://www.varsity.co.uk/opinion/20347>

Topic 5 – Online Shopping and Persuasion Techniques

Subject – Psychology

- While psychology is not a common subject, it is definitely upcoming. While most people think of psychologists as tarot card readers, they are not. Every field, whether it is medicine or commerce, requires psychologists.
- While introducing persuasion techniques under social psychology, the examples are provided below.
- Many online shopping platforms use tags like ‘Limited Stock’, ‘Only one piece left’. The idea behind the same is to use the **principle of scarcity**, which means that if people see that only a limited quantity is available, they are more likely to buy it as it creates a sense of urgency.
- Many online shopping platforms hire popular actors as brand ambassadors for, such as Kiara Advani as a brand ambassador for Myntra. Why do they do that? The idea is to make consumers believe that the actor uses the website and since the actor is a celebrated actor in the country, many people are likely to get influenced to buy as they trust the source of advertisement.
- Further, many online shopping platforms use the **foot in the door technique**, which means making a smaller request, which is almost impossible to deny and once the smaller request is fulfilled, a larger request can be made and it is likely to be fulfilled. For example, many online websites display ‘Buy this only for 99 rupees’ and since 99 rupees may not seem like a lot, you may click to buy it and then, they show you other products for a higher price and ensure free delivery if you buy other products, which influences your decision.
- The idea behind giving these examples is to help learners understand that psychology is a broad and essential field. More importantly, it is to help the learners become aware and intentional consumers.
- You can also create case studies based on these techniques to help them remember, understand, apply, and evaluate.

Reference - <https://digitalwellbeing.org/how-social-commerce-works-the-social-psychology-of-social-shopping/>