Do you think you could spot an advertisement? Whether we realize it or not, advertising is everywhere. Spotting an ad can sometimes be harder than you think.

Learn more about spotting advertisements by watching [this video](#) and then expand your knowledge by completing this worksheet by yourself or with an adult!

**Try It Yourself!**

Think about influencers you have seen on social media. List them below as well as any products or services they endorse. Then answer the four questions at the bottom.

<table>
<thead>
<tr>
<th>Influencer</th>
<th>Product/service endorsement (see <em>Vocabulary below</em>)</th>
<th>Was there a disclaimer?</th>
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Vocabulary:

- **Advertising**: To call public attention to, especially by pointing out desirable qualities so as to create a desire to buy or do business with.
- **Claim**: The verbal or print part of an ad that makes some proclamation of superiority for the product being advertised.
- **Disclaimer**: A statement letting people know information, such as someone is making money from promoting a product.
- **Endorsement**: When a person promotes a particular product or service.
- **Federal Trade Commission (FTC)**: The federal government agency to whom consumers can report misleading advertisements and other forms of fraud.
- **Influencer**: A person who has the ability to encourage people to purchase a good or service through his or her celebrity status, social media platform, etc.

Please select the correct answer for each of the following questions.

1. The Federal Trade Commission Act requires that advertisements must _____.
   - a. be truthful and non-deceptive
   - b. provide information about how much a product costs
   - c. compare its product to other products
   - d. vary from state to state

2. Which of the following is NOT an example of a claim used by advertisers to entice the public?
   - a. The product will make the consumer happier
   - b. The product is more effective than similar products
   - c. The product is more expensive than similar products
   - d. The product was developed based on research

3. You see an advertisement for a new bike that claims to be the fastest bike on the market. You are interested in purchasing the bike using money you have saved up all year. What should you do next?
   - a. Trust the claims made in the advertisement
   - b. Ask questions about the bike and evaluate the claims made in the advertisement
   - c. Contact the Federal Trade Commission to verify the accuracy of the claims made in the advertisement
   - d. Purchase the bike after looking at it in the store

4. Your soccer team is selling candy to raise money for new team uniforms. You decide to create an advertisement to publish in the school’s newspaper to promote the candy sale. To be effective, your advertisement should
   - a. Create a desire to purchase the candy
   - b. Paint an unbiased picture of the candy
   - c. Encourage others to think about buying competitors’ candy
   - d. Be unable to back up its claim with evidence
**Answer key**

1. A – be truthful and non-deceptive
2. C – The product is more expensive than similar products
3. B – Ask questions about the bike and evaluate the claims made in the advertisement
4. A – Create a desire to purchase the candy