

# St John's Primary School and Nursery



**National Support School**  
designated by



National College for  
Teaching & Leadership

Mortimer Road  
Kenilworth  
CV8 1FS  
01926 854450

[www.st-johns.warwickshire.sch.uk](http://www.st-johns.warwickshire.sch.uk)

**Head Teacher: Mr D Barrow**

8<sup>th</sup> February 2018

Dear Parents and Carers,

## **ONLINE SAFETY – 3B**

On Safer Internet Day (6<sup>th</sup> February 2018), we learnt about different websites and how they encourage you to buy things. We know that websites often have offers and adverts which persuade you to buy the product. We looked at the Crayola website which used bright colours and free colouring pages to encourage us to buy the products. We then designed our own webpage which would encourage someone to buy a new toy.

**From 3B and Miss Baker**

# Common Sense on Evaluating Websites



## What's the Issue?

The internet is bursting with information. Some of it's correct, some of it's questionable, and some of it is just plain wrong. The internet is typically the first place young people look when they begin researching a report or are searching for information on their favourite topic. As you know, not everything they find on the web can be trusted, and skills they learn about research in primary school will provide them with a foundation for their future.

## Why Does It Matter?

Anyone can publish on the internet, so not all sites are equally trustworthy. Teens have the ability to be sceptical, but younger children tend to believe what they read and accept it as truth. When children find sources online that aren't of high quality, they may use incorrect information, get only part of the story and, worst of all, miss the opportunity to learn.

When children use a website for their research, they should make sure it's worthy of their trust. Fortunately, there are ways to evaluate the trustworthiness of the site. Along with choosing sites with good design and at the right reading level, children should evaluate the substance and content of the material.

### common sense says

**Ask questions to evaluate the trustworthiness of sites.** You can help your child evaluate the quality of a website with a little detective work.

- *Who wrote this?* Check to make sure the author or organisation is credible by looking at their title, expertise and background.
- *What is the source of the information?* Does the site come from a well-known organisation or news source?
- *How does this compare to other information?* When evaluating websites, it's important to look at multiple sites so that you can compare information.
- *When was this updated?* Has the site been updated recently? If not, move on. What is the site linked to? Was the site linked from another webpage that you trust? If so, that's a good sign.
- *Are advertisers targeting you?* Help your children spot when advertisers are trying to get their attention as they search. Teach your children to question what the ads are saying.

# Things For Sale

## \* DID YOU KNOW ...

Sometimes websites can make money by having ads of someone else's toys, movies, or games on them when you're using the site.

## Match the words to their definitions

<b>password</b>	People who share a common neighbourhood, background or interests
<b>community</b>	something that is made and sold to people
<b>email</b>	a secret word or phrase that some websites require you to type in if you want to visit them.
<b>product</b>	electronic mail sent through the Internet.

## \* WHAT DO YOU THINK?

Why do companies create commercials, advertisements, and product sites?

## 1. Family Activity

With a parent or family member, look through a magazine or catalogue. Use a marker to circle all the things in the magazine that advertise something (remember that this includes anything that tries to get people to buy something). Then, pick one of the things you circled and explain the "tricks" that are being used to try to make people buy it!

\* DO YOU REMEMBER ...  
How some websites try to get you to buy things?

## 2. Tech It Up!

With a parent or family member, check out the website for a movie you want to see or one you saw recently. The purpose of a movie website is to make the movie seem fun or interesting and to encourage people to buy tickets and see the movie. See how many ways you can find that the website tries to get people to want to see the movie. What kinds of "tricks" are used to make the movie seem fun?

## 3. Common Sense Says ...

Remember that product websites use different "tricks" to encourage you to want to buy toys. These "tricks" include videos, games, contests, or a virtual world that features the product.