

THE UNIVERSITY *of* TENNESSEE



Extension

# Senior High Consumer Decision-Making Contest

**4-H YOUTH  
DEVELOPMENT**

The 4-H logo, which is a green four-leaf clover with the letters 'H' on each leaf, positioned between the words 'DEVELOPMENT' and 'YOUTH'.

# Objectives



As a result of participating in the Consumer Decision Making Contest, contestants will...

- Demonstrate skills in making decisions based on facts
- Apply knowledge and experience in consumer education by analyzing consumer situations
- Experience making choices among selected marketplace options

# As a result of participating in the Consumer Decision-Making Contest, contestants will...



- Develop and strengthen their reasoning ability in consumer skills
- Demonstrate their ability to organize thoughts and express them orally in a clear, confident manner

# Life Skills which can be applied...



- **Ethical Decision-making**
- **Communicating**
- **Achieving Goals**
- **Responsibility**
- **Teamwork**
- **Healthy Lifestyle Choices**

# 4-H Project Connections



- Consumer Education
- Line and Design/ Clothing
- Computer Technology
- Photography
- Nutrition and Health
- Leadership
- Public Speaking
- Engineering & Safety Science
- Environmental Science/ Conservation

# Who May Participate?



- All 4-H members who were in grades 9 through 12 on January 1, current year of Regional Contest.
- A team consists of three or four persons (three scores will be used for a team)
- Incomplete teams can compete for individual awards
- Each County can enter up to 3 teams in the Regional Contest.
- Each Region can send 4 teams to the State Contest

# What does the contest involve?



- **Part I- Place or Ranking (Hornel Slide)**
  - A Situation or Problem is presented
  - Four Articles or Options of one kind will be made available to help solve the situation/problem
  - Students will rank the four given items according to which best meets the need
  - Each class will count 50 points per participant.
  - 10 minutes allowed per class

# What does the contest involve?...



- **Part II Oral Reasons**

- Each participant will give oral reasons.
- 4-H'ers will explain to a judge why they decided on a certain placing.
- Each class of reasons will represent 50 points
- Reasons Classes will be designated
- Blank note cards provided
- 10 minutes allowed for studying
- 2 minutes maximum to present oral reasons

# What does the contest involve?...



- **Part III Group Think**

- The team is given a situation in the room with a judge
- The team must make a decision on how to solve the problem
- The team is scored based on team participation and the team process
- 10 minutes total time
  - **Suggested time**
    - » **3 minutes read and think through**
    - » **3 minutes to discuss**
    - » **2 minutes to come to consensus/ plan presentation**
    - » **2 minutes to present**

# Group Think Score Sheet



- Team Participation 40%
  - Participation
  - Reading
  - Discussing
  - Summarizing
- Team Process 60%
  - Alternatives
  - Criteria
  - Solution
  - Participation

# Total Scores



- 50 points for each placing & reasons
- 100 points for Regional Group Think
- 200 points for State/ National Group Think

## Regional

4 placing Classes

1 set of reasons

Group Think

## State/ National

6 placing Classes

1 set of reasons

Group Think

# Suggested Training



- Focus on provided categories
- Use photos, product labels, and/or real items.
- Use resource information provided on-line.
- Teams can help develop scenarios.
- Build notebook /folder of practice classes for future study.

# Possible Classes



- Rods & Reels
- Place Settings
- Athletic Shoes
- Digital Cameras
- Gift Cards
- Laundry Detergent
- Fundraising
- Pedometers
- Rent to Own
- Gold Jewelry
- Toothpaste
- GPS Units
- Sunglasses
- Toys
- Printing Digital Photos
- Jeans
- MP3 Players
- Trail Foods
- Light Bulbs
- Savings Accounts
- Insect Repellents
- Cell Phone Plans
- Snacks
- Knit Shirts



# Resources



- Central Region Web Site
  - <http://www.utextension.utk.edu/central/4h/4hhome.htm>
- Western Regional Roundup
  - Reference Links for the 2004 Western 4-H Roundup
    - Consumer Decision Making Contest
      - <http://4hweb.ext.colostate.edu/roundup/>
    - Minnesota 4-H Youth Development
      - <http://www.fourh.umn.edu/programs/ConsumerDecMaking/index.html>
    - Texas Cooperative Extension
      - [http://fcs.tamu.edu/money/your\\_money/cdm/2005/index.php](http://fcs.tamu.edu/money/your_money/cdm/2005/index.php)
    - New Mexico 4-H Website w/Consumer Decision Making Guide
      - <http://spectre.nmsu.edu/fourh/events.html>
    - Mississippi 4-H Consumer Decision Making Contest Educators and Leaders Guide
      - <http://msucares.com/pubs/publications/p2008.htm>
    - Clemson University Consumer Decision Fact Sheets
      - [http://www.clemson.edu/fyd/Assets/Adobe\\_Acrobat\\_files/consumer\\_judging\\_fact\\_sheet](http://www.clemson.edu/fyd/Assets/Adobe_Acrobat_files/consumer_judging_fact_sheet)
    - Colorado State
      - <http://4hweb.ext.colostate.edu/roundup/index.shtml>