

Task 3: Winners and losers

Group work

Time: 30 minutes

Purpose of the task: to find out that every new product or technology has both good and bad consequences, and that different groups of people are affected in different ways

Materials needed: case study material or products for analysis

Background to the task

Every new product affects many different people:

- c the people who use it
- c the people who make it
- c the people who distribute and sell it.

Is the effect always what you would expect? For example, you might think that new products always benefit the people who use them. But what about bad TV programmes that people waste a lot of time watching?

You also have to think about how people are affected by what happens to the product after it has been used and by its impact on the environment.

Carrying out the task and recording your results

- c Get into groups of three to five people.
- c Think of a new product or technological innovation (your teacher will give you some ideas).
- c Fill in the winners and losers charts on the next page. Write the name of the product (or technology) in the middle circle, then:

on Chart A

- c in the ring closest to the centre, write down all the groups of people who are directly affected by the product. Think about extracting and processing materials, manufacturing, distribution, sale, use (or misuse), possibly recycling, disposal. Who benefits and who loses out financially?
- c in the outer ring, write down all the groups of people who are indirectly affected by the product
- c talk about which groups benefit – colour these segments in green
- c talk about which groups lose out – colour these segments in orange
- c write in the margin how different groups are affected (e.g. workers who make it receive wages, but might also be affected by pollution)

on Chart B

- c in the ring closest to the centre, write down the direct consequences on the environment of making and using the product
- c in the outer ring, write down the indirect consequences on the environment
- c talk about which consequences are good – colour these segments in green
- c talk about which consequences are bad – colour these segments in red

Compare your findings with other groups. Remember that there's often no right or wrong answer – you may all have different views on whether a product is a good or a bad thing.

Chart A

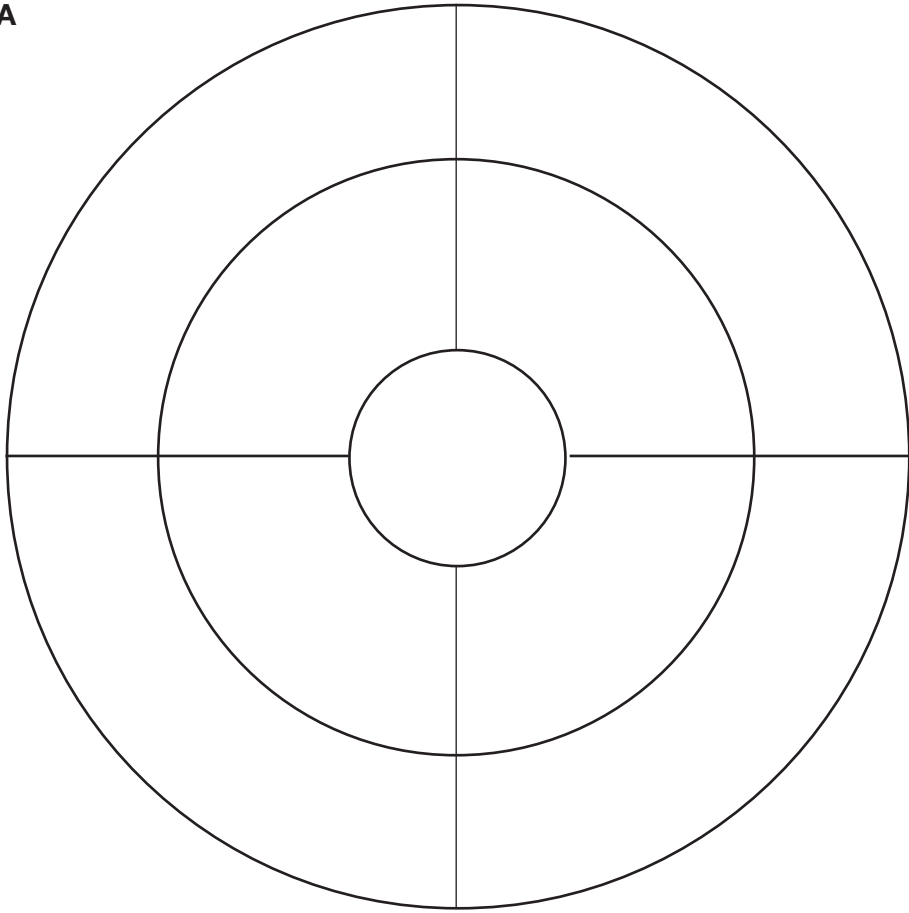


Chart B

