Consumer Research Project Instructions

All of us make decisions every day when purchasing the products and services that we need. Your older sister selects a day care provider for her children, your mother reviews models before buying a refrigerator, and you check out audio systems before installing one in your car. One effective way to do the research before making such decisions is to use the Internet. For this project, you will be using the Web as a research tool and producing a chart or table to compare your findings.

1. Choose a product or service that you will research. If practical, choose one that you or your family is actually thinking about purchasing.

2. Decide on three suitable models or service providers to evaluate.

3. Formulate at least seven areas that you will be using to compare/contrast these models or providers.

4. Research your product or service on the Internet, locating sites for the particular items that you have chosen. Take notes covering the comparison/contrast items for each one. Make sure that you copy the necessary information to allow citing of sources on your document. Accuracy is very important—double-check your figures.

5. Utilizing a word processing program, construct a table to organize your findings. Remember to save your work frequently.

6. Review your work, add a footer with your name and the date and save again. Print out a copy of your rough draft and attach it to the rubric you have been given.

7. With a partner of your choice, exchange rough drafts. Examine your partner's table critically using the first column of the rubric to record your findings and marking on the draft wherever necessary. (You will not affect your partner's grade on the rough draft. All 20 rough draft points will be given based on a signature on the rubric. You will, however, affect your partner's final grade on the project if you do not give suggestions for improvement!)

8. Return to the computer, edit and polish your table. Print out a final copy for teacher grading and attach it to the rubric under your rough draft.