

Student Activity

Consumer Reviews



NAME _____

DATE _____

REVIEW TOPIC: _____

INSTRUCTIONS

Search for your topic in your own ZIP code. Locate the most positive review and the most negative one, and use the information you find to complete the following questions.

MOST POSITIVE REVIEW

What was the business rating?

How many reviews were there?

Did the reviews seem trustworthy? Why or why not?

Example/quote from a review:

MOST NEGATIVE REVIEW

What was the business rating?

How many reviews were there?

Did the reviews seem trustworthy? Why or why not?

Example/quote from a review:

EXIT TICKET

How does social media advertising impact your spending? Where does it happen the most?