



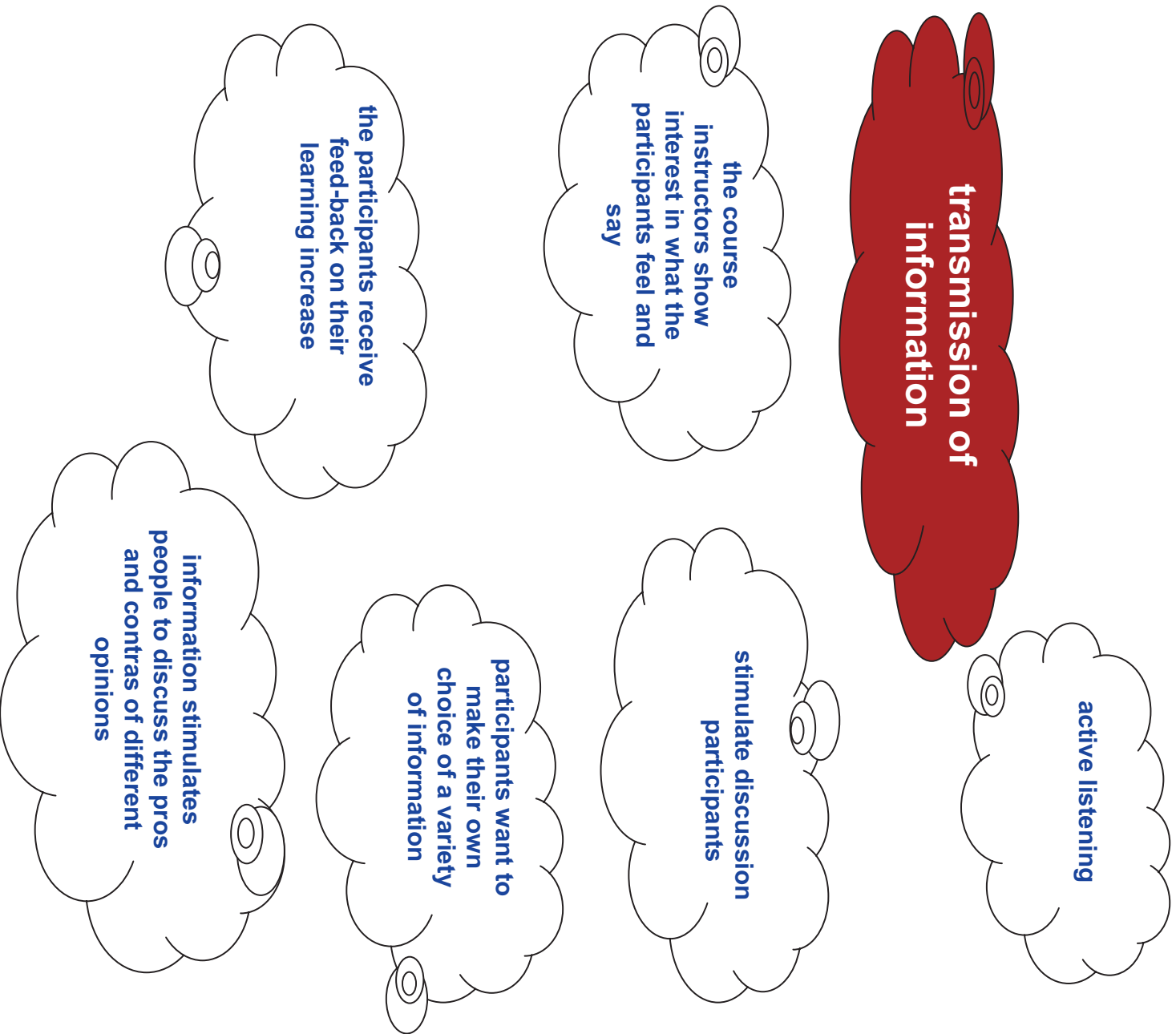
Methodologicalmaterials

Module 1



original copy, structuring exercise

Place the "figures" next to the "heading" (grey) where they belong, in order to illustrate a concept of consumer education





original copy, structuring exercise

**watch out for
support, strengthen
consumers**

watch out for stirred
up emotions

develop new
possibilities from the
participants' mistakes

strengthen the
participants strong
points, do not seek
their deficiencies

turn mistakes of
participants into new
situations of learning

benefit from the
participants' experience and
knowledge

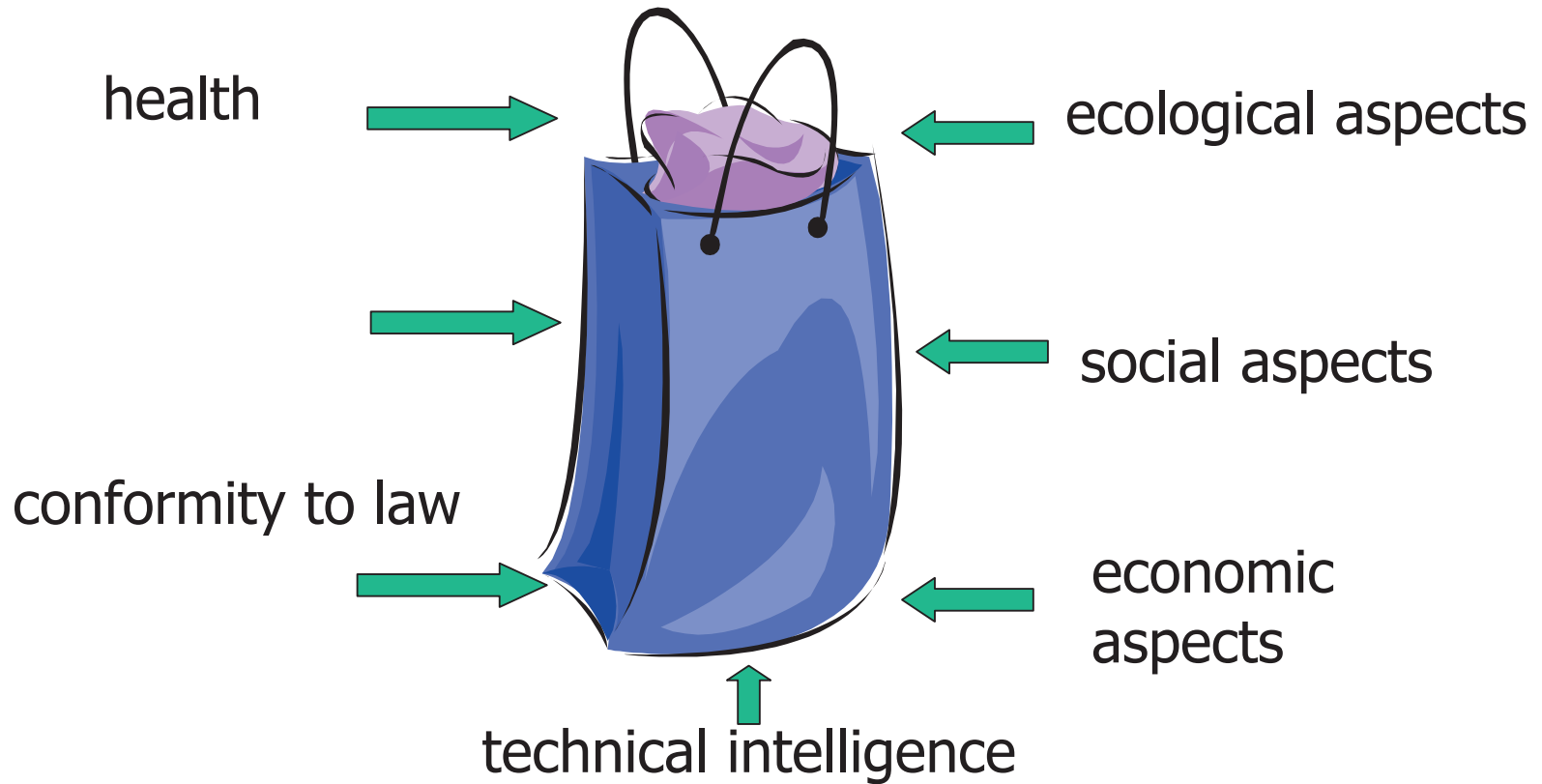
structured
information/offers of
planned information



original copy, structuring exercise

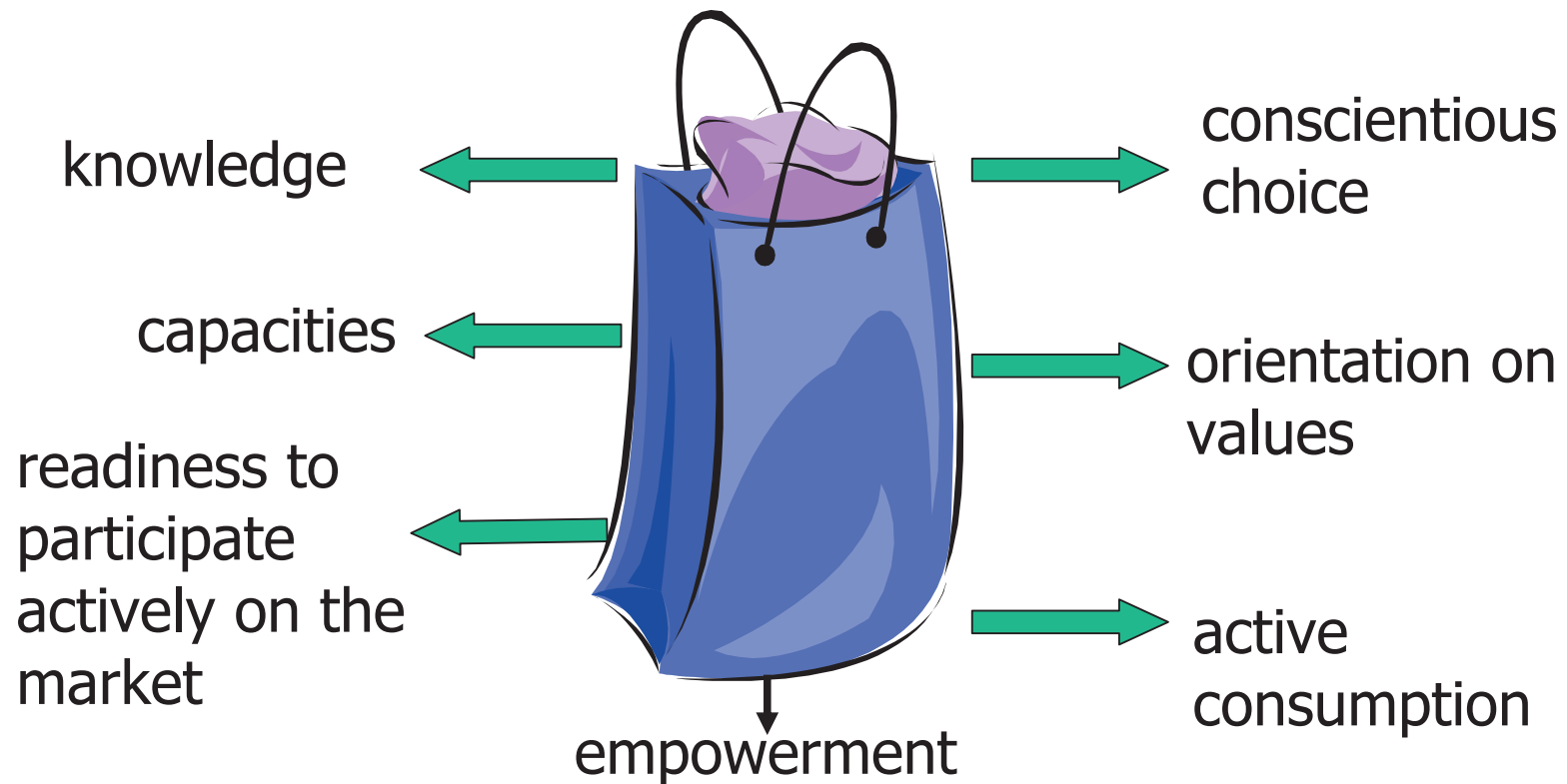


Perspectives of consumer education





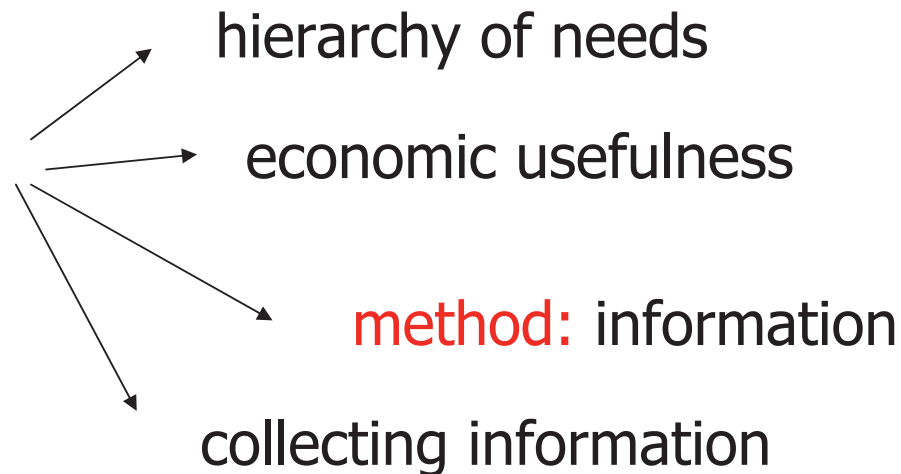
Perspectives of consumer education



Change of paradigm in consumer education

the time of naive consumption
(the seventies)

**focus on the
private
household**

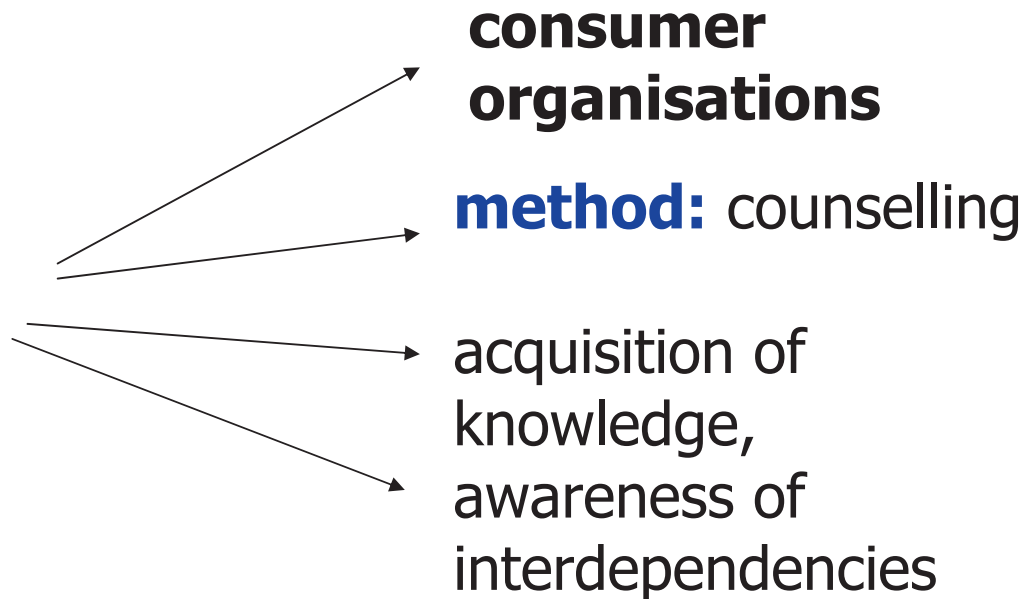




Change of paradigm in consumer education

development of the society of consumption
(the eighties)

**focus on
consumer rights,
consumer politics**



Change of Paradigm in Consumer Education

focus is on
interdependencies/
individual
dependencies/of the
private household
on the global market

→ **process-quality of
merchandise,
security, health**

→ **methods:** reflection of opinions and
attitudes; training of faculties;
transmission of knowledge

→ **review opinions,
test practical strategies,
acquire social competence**





Change of paradigm in consumer education

about 2000 - ?

the focus is on the dependencies of the private household; on especially vulnerable groups of consumers

ideal: sustainability

knowledge, capacities, and opinions are considered equivalent:

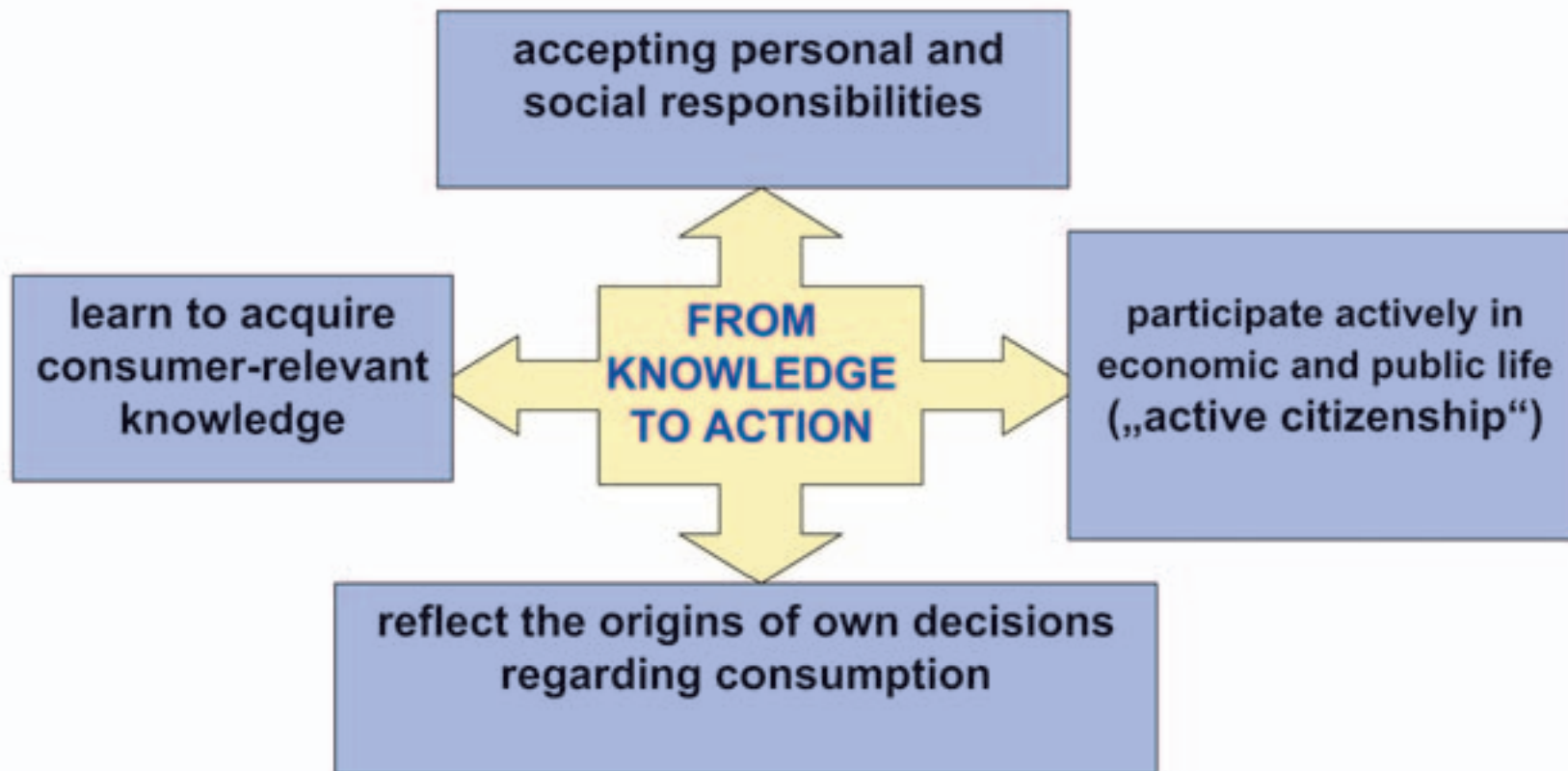
key qualifications

interdisciplinary handling

**new places of learning
new situations of learning**

responsibilities are shared by all who take part in consumption

From knowledge to action





The didactic steps of consumer education

orientation

- level of knowledge
- reflect own attitudes



planning

- possible changes
- which information is necessary
- which methods?



translation into action/integration

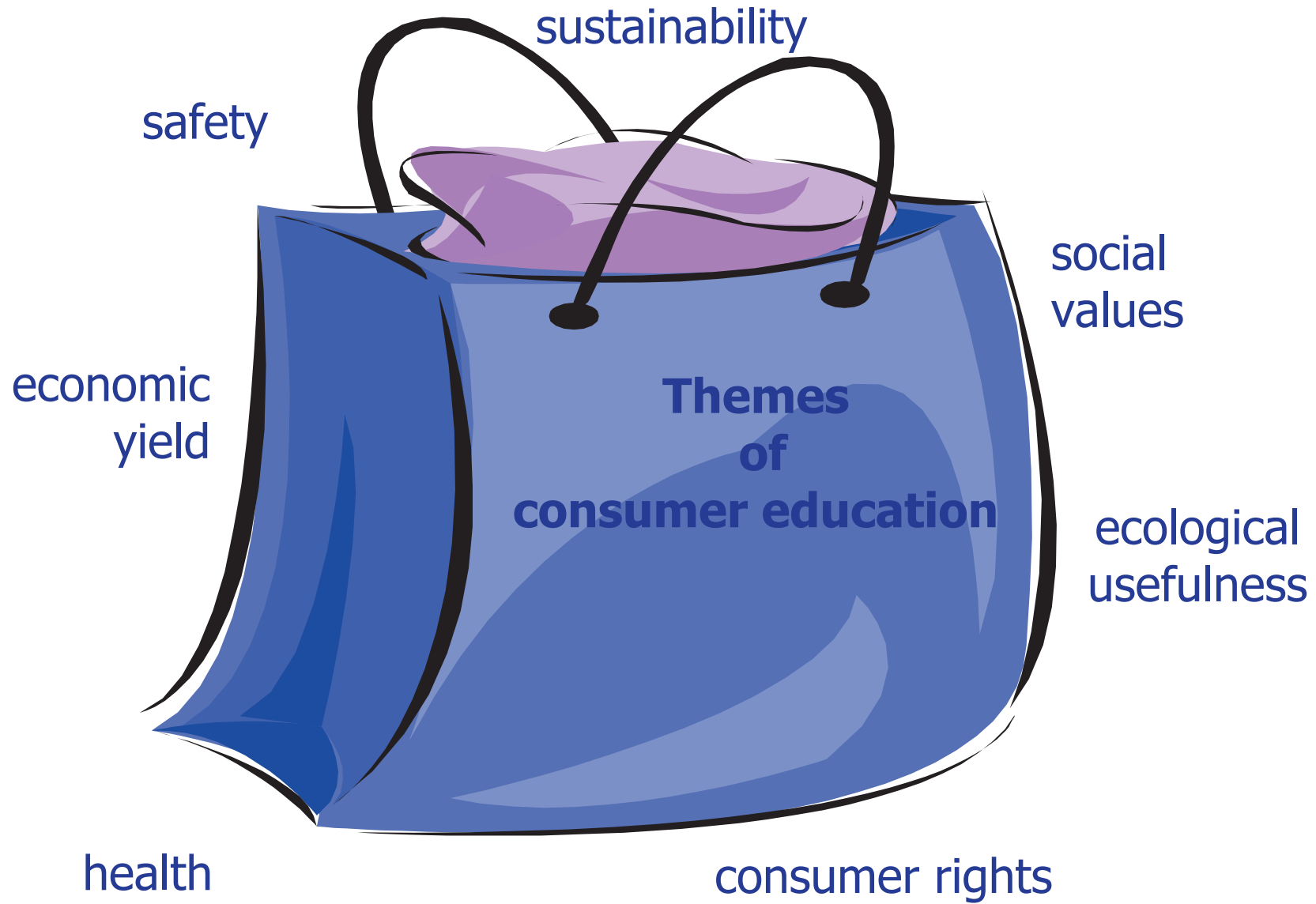
- steps
- methods
- support



examine/evaluate

- success
- problems
- setbacks







Needs of consumers

- live consumption needs fully
- handle/understand information
- unrestricted access to information
- basic right to purchase products and services
- being accepted as partners by producers and commerce
- the possibility to choose leisurely
- individual treatment
- being able to express self-confidence and act accordingly