

Consumer Education for Forming Value Recognition of the Elementary School Children (Part 2) : Presenting Teaching Method through a Simulation of Confectionery Product Development

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Abstract

Following the results of the first report, this study aims to develop teaching method for forming the value recognition in selecting confectioneries from the viewpoint of production and marketing.

In 2004, a teaching practice consisting of a simulation of confectioneries product development was conducted in the fifth grade class at an elementary school in Chiba Prefecture. Students' perceptions before and after the teaching practice were compared. The contents of the group discussion were also analyzed by the utterance protocols.

Students' perceptions toward production and marketing were apparently improved after the class. Group discussions expanded viewpoints of the product development reflecting standpoint of the production and marketing. Concerning the utterance, we compared the type of decision making by trial and error with that of decision making by following the order. As a result, the former type was more frequently observed than the latter type.

With this teaching practice method, the value recognition through understanding about the production and marketing was formed among the children.

Key words; value recognition, consumer education, elementary school children, confectionery product development, development of teaching method