

The background features a series of concentric, overlapping circles in light gray and white, some solid and some dashed. A large, solid orange oval is centered on the page, containing the main text. A dark gray, curved shape is positioned behind the bottom-left edge of the orange oval.

Exploring the Information Landscape: Optimizing Online Shopping

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Introduction

Research is research, whether we are **shopping for a dog costume**, or finding sources for a paper in a scholarly database.

Using information literacy skills, tools & techniques can help us save money, avoid scams, and get what we want when we shop online.





Why do we
shop?

- sponsored & embedded content
- influencer marketing
- social commerce
- “best” lists
- & plain old advertising...
- targeted marketing

...can make us discover "needs" we didn't know we had.

#tiktokmademebuyit

Okay. I still want it.

Stop

- Stop before you click.
 - Identify emotional or physical responses
 - What story are you creating?

Wait

- Put it in your cart & wait.
- Maybe you'll get a coupon, or maybe you'll realize you don't want it after all.

Set a timer.

- Set a timer to jolt yourself out of any rabbit holes.
 - I have never done this, but it sure seems like a good idea.

No matter how our "need" is created...



- Once we do that first search, the ads start finding us...and following us.

["The cookies of the internet"](#) by [Kalexanderson](#) is licensed under [CC BY-NC-SA 2.0](#)

Is that ad
following me?
(The answer is yes.)



Vox. "How ads follow you around the internet." *YouTube*, uploaded by Sarah VanGundy, 22 Oct. 2021, <https://youtu.be/HFyaW50GFOs>.

Actually Shopping

- Set a budget & define your criteria.
- Check out consumer review sites (but take them with a grain of salt):
 - [Wirecutter](#)
 - [Consumer Reports](#)
 - Product specific sites for kitchen stuff, tech, makeup, games, etc.
- Try price comparison tools like [Google Shopping](#) (salt salt salt)

Reviews & You

Companies

- Check the fine print
 - Shipping, returns, security, etc.
- Lateral reading techniques work here!
 - Wikipedia, "company name + legit," [Better Business Bureau](#)

Products

- Detecting fake [reviews](#) (more grains of salt)

Sales, deals & discounts

- You need four pairs of medium-fancy socks. The original price is \$10/pair. Would you rather:
 - Buy one, get one 50% off
 - Get 33% off all socks
- Answer at **slido.com** with **#649529**

Fuzzy Math & The Rule of 100



Coco

27.8% American Pit Bull Terrier



16.0% Cane Corso



13.8% Rottweiler



10.6% German Shepherd Dog



8.6% Boerboel



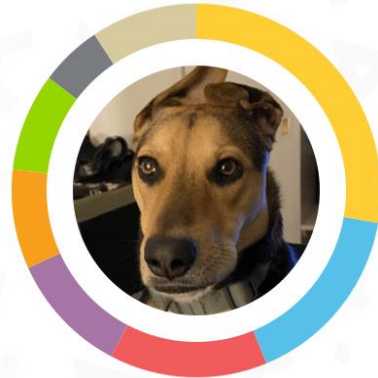
8.5% Labrador Retriever



5.4% Doberman Pinscher



9.3% Supermutt



Getting \$50 off seemed like a big discount. Would we have been as tempted by 25% off?



Activity

1. Let's pretend to shop. What portable phone charger would you buy & why? Take a minute or 5 to look.
2. Paste a link to your new imaginary charger here:
www.slido.com with #531075
3. We'll look at what everybody found & talk about why.

"1974 Bell Telephone System Advertisement Readers Digest October 1974" by [SenseiAlan](#) is licensed under [CC BY 2.0](#)



Questions & comments?

Contact me anytime!
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