# Skill-Building Challenge Worksheet: Analyzing Influences

Name: Blank Class: Blank Date: Blank

Advertisers target teens daily through multiple media in an attempt to make their products appealing to them. Recall that there are external and internal factors that will influence your purchase of a product. **U**sing at least two different types of media you would typically use to find information, find two advertisements: one for an OTC medication and one for a prescription drug. Then complete the chart.

|  |  |  |
| --- | --- | --- |
|  | Name of OTC drug:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Name of prescription drug: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Were you influenced due to an external or internal factor? If so, be specific as to the influence (family, peer, media, yourself) |  |  |
| What types of media did you use? |  |  |
| What company or organization is responsible for the advertising? |  |  |
| What is the ad trying to get you to buy, do, or think? |  |  |

Now that you have filled in the chart, answer the following questions.

1. How are the two ads alike?

2. How are the two ads different?

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3. Take another look at the two ads. Is the advertiser’s point of view different from yours? If so, how is it different?

4. Would either ad influence you to purchase the item? Explain your reasoning.