**Civics/Econ**

**PowerPoint/Prezi Project—Negative Externalities Around the World**

**Project Overview:**

Students investigate, through a variety of media, the effect of economic choices on the environment and people. Through recognizing multiple perspectives, students will communicate their findings in their choice of product. Product will create public awareness on the controversial issue.

**Global Studies Competencies:**

Investigate the world beyond their immediate environment

Recognize perspectives – both their own and others’

Communicate ideas effectively with diverse audiences

Take action to improve conditions – locally, regionally, or globally

**Driving Question**:

How do our economic decisions/choices affect the environment and people around the world?

Subject: Negative externalities, with a focus on environmental destruction and

social injustice.

**Part I: PowerPoint/Prezi**

**Part II: Public Awareness Campaign**

**Project Requirements:**

**Part I: PowerPoint**

**Requirements:**

- At least 12 slides or major Prezi transitions—mostly photos, plus a sources page (not included in the 12 slides/transitions).

- Findings from the Media Bias Analysis Worksheet have to be incorporated into your

PowerPoint, detailing the different perspectives of this issue as presented through the media (1-2 slides)

- 3-7 minutes, well-prepared, well-researched, and well-presented

presentation. You should be able to answer questions at the conclusion of your

presentation.

-Your first slide should be a title page with your name and topic, but should also have a photo or text over a photo.

**Useful hints when preparing PowerPoint/Prezi:**

-Try to capture the “big picture”. Your first few slides should “set the stage”

and give a broad overview of the who/what/when/where…

- Use high quality, dramatic/interesting pictures that help you explain your topics.

Large pictures are generally better than small ones, high resolution pics better than low,

color better than black and white. Photos are always more interesting than clip art (In fact,

don’t use clip art) Try to put a photo or photos on every page.

- Slides don’t need much text—get your impact from what you tell us. Reading slides

during a presentation is boring.

- Get your impact from your material, not from unusual fonts, bells or whistles, flying text,

or fancy slide transitions.

**Content:**

- Try to show both sides of your topic. Are there good or necessary aspects of the situation?

- Discuss economic aspects of your topic. What market forces drive the situation? How is this an externality?

- Discuss government taxes or regulation regarding your topic. Are there current regulations or taxes? Do they work? If there aren’t, could there be?

- Discuss any work by activist groups to improve or intervene. Are they successful?

Your project needs to clearly state – Where is the money being made? Why is the negative externality created? (In terms of who makes money/profit?) Who pays the price of the externality on both sides of the spectrum?

**Topics** (one group per topic)

Diamond mining

Groundwater depletion

Oil exploration and extraction-Bolivia, Niger river delta-Shell

Gulf of Mexico – “dead zone”

Acidification of the oceans

creation of electricity of coal plant pollution (Acid Rain)

banana production (Chiquita, Dole…) (what is Fair Trade and why did it start?)

computer and electronics recycling in China/India

over-fishing the world’s oceans

rainforest destruction in Brazil

palm oil plantations in Indonesia

Mau Forest in Kenya

pesticide exposure/runoff

mountaintop-removal coal mining

the use of corn in the US to make ethanol- causes injustice around world?

Cruelty and inhumane treatment of animals in factory farming

**Part II: Public Awareness Campaign**

**You are tasked with creating a public awareness campaign highlighting your externality and how it affects the global economy.**

**Products:**

poster (large) - hung in school

video (2-5 mins) - morning announcements/PEG TV

letter to the editor (500 - 1,000 words) - actually sent

Does the product:

raise awareness of the situation

demonstrate a deep understanding of the underlying issues

reflect effort and aesthetics, pleasing to the eye (poster/video)

have a clear message (cause/effect)

