

## Commercial Dig Reflection Questions

After completing the Commercial Dig chart, take some time to reflect on what you observed and plan a response to your findings. Use these questions as a guide.

### Question # 1:

Does *who you are* have anything to do with *what you choose to watch on TV*? Explain your answer using specific examples.

### Question # 2:

Think about the **demographics** of the show you watched—the age group, race, and gender of the people who are most likely to watch the show. Often, the commercials during a show correspond to the demographics for the TV show itself.

Was this true for anything you observed on your Commercial Dig chart? Give specific examples.

### Question # 3:

What effect do you think advertising has on you? Do you think about commercials after you have seen them? Does advertising make you more interested in products, or do you already know what products you want?

### Question # 4:

Is advertising ever unfair? When can advertising actually be harmful to a group of people?