

PRODUCERS AND CONSUMERS

Performance Standard (15B/15C).B

Draw an example of a producer making a product and a consumer using that product accordingly:

- *Knowledge*: Define and describe producers and consumers of goods and services;
- *Reasoning*: Analyze the relationship between producers and consumers of goods and services; and
- *Communication*: Produce a drawing that is well-organized and well-detailed; express all ideas in a way that provides evidence of knowledge and reasoning processes.

Procedures

1. *In order to understand that scarcity necessitates choices by consumers (15B) and understand scarcity necessitates choices by producers (15C)*, students should experience sufficient learning opportunities to develop the following skills:
 - Describe times when students or families have been consumers.
 - Explain that people who make goods and services are producers, and that people who buy and use those goods and services are consumers.
 - Describe a variety of producer-consumer relationships (e.g., assembly-line worker manufacturing a car and a mom or dad driving the car, a worker making a baseball bat and the student at bat, a worker serving ice cream cones and the family eating them).
2. Have students review and discuss the assessment task and how the rubric will be used to evaluate their work.
3. Ask each student to make a two-column chart as follows:
 - Write Producer at the top of the left-hand column and Consumer at the top of the right-hand column.
 - Make a side-by-side drawing in color of one producer-consumer relationship. The drawing should clearly show the relationship between what the producer provides and the consumer uses. The drawing should be neat, colorful, and labeled accurately.
4. Evaluate each student's work using the Social Science Rubric as follows and add the scores to determine the performance level:
 - *Knowledge*: The description of producers and consumers of goods and services was complete and correct.
 - *Reasoning*: The explanation of the relationship between producer and consumer was thorough and accurate.
 - *Communication*: The drawing was well-focused, well-organized, and well-detailed; the knowledge and reasoning were completely and effectively communicated.

Examples of Student Work follow

Time Requirements

- Two to three class periods

Resources

- Drawing paper
- Crayons or markers
- Large chart paper
- Pictures or books to enhance students' knowledge of producers and consumers
- Social Science Rubric

ASSESSMENT (15B/15C).B

Producer

"Meets"

Nike

Consumer

Baseball players



Producer

"Exceeds"

Consumer



This girl is selling lemonade.

This boy bought some