



## Senior 4-H Consumer Decision Making Judging Contest

### Objectives:

As a result of participating in the Consumer Decision Making Contest, contestants will...

- Demonstrate skills in making decisions based on facts
- Apply knowledge and experience in consumer education by analyzing consumer situations
- Experience making choices among selected marketplace options
- Develop and strengthen their reasoning ability in consumer skills
- Demonstrate their ability to organize thoughts and express them orally in a clear, confident manner

### 4-H Project Connections:

- Consumer Education
- Photography
- Engineering/Safety Science
- Communications/Public Speaking
- Environment and Conservation
- Nutrition and Health
- Computers and Technology

### 4-H Life Skills which can be applied:

- Ethical Decision – Making
- Achieving Goals
- Leadership
- Responsibility
- Teamwork
- Healthy Lifestyle Choices

## 2014 Classes

### Classes for each Region to Judge

Central	Western	Eastern
<ul style="list-style-type: none"><li>▪ Fast Foods</li></ul>	<ul style="list-style-type: none"><li>▪ Checking Accounts</li></ul>	<ul style="list-style-type: none"><li>▪ Cereals</li></ul>
<ul style="list-style-type: none"><li>▪ Jeans</li></ul>	<ul style="list-style-type: none"><li>▪ Home Cleaning Products</li></ul>	<ul style="list-style-type: none"><li>▪ Headphones</li></ul>
<ul style="list-style-type: none"><li>▪ Televisions</li></ul>	<ul style="list-style-type: none"><li>▪ Produce</li></ul>	<ul style="list-style-type: none"><li>▪ Hoodies</li></ul>
<ul style="list-style-type: none"><li>▪ Umbrellas</li></ul>	<ul style="list-style-type: none"><li>▪ Tablet Computers</li></ul>	<ul style="list-style-type: none"><li>▪ Luggage</li></ul>

**NOTE:** Counties will study four (4) centers for the Regional Contest, nine (9) for the state contest

# Who May Participate?

- Eligible – All 4-H members in the 9th-12th grade on January 1 of the current
- Teams Can consist of 3 or 4 persons (Incomplete teams can compete for individual honors)
- Regional Contest:
  - Each county can send up to 3 teams
- State Contest
  - Each region can send 4 teams to the state contest

# Contest Structure

## Part I - Place or Ranking (Hormel Slide)

- A Situation or Problem is presented
- Four Articles or Options of one kind will made available to help solve the situation/problem • Students will rank the four given items according to which best meets the need
- Each class will count 50 points per participant.
- 10 minutes allowed per class

## Part II - Oral Reasons

- Each participant will give oral reasons.
- 4-H'ers will explain to a judge why they decided on a certain placing.
- Each class of reasons will represent 50 points
- Reasons Classes will be designated
- Blank note cards provided
- 10 minutes allowed for studying
- 2 minutes maximum to present oral reasons

## Part III - Group Think

- The team is given a situation in the room with a judge. The team must make a decision as to how to solve the problem. The team is scored based on team participation and the team process
- 10 minutes total time
  - **Suggested time use:**
    - **3 minutes read and think through**
    - **3 minutes to discuss**
    - **2 minutes to come to consensus/ plan presentation**
    - **2 minutes to present**

- **Group Think Score Sheet**
  - Team Participation - 40%
  - Participation
  - Reading
  - Discussing
  - Summarizing
  - Team Process - 60%
  - Alternatives
  - Criteria
  - Solution
  - Participation

## Total Scores

- 50 points for each Placing & Reasons
- 100 points for Regional Group Think
- 200 points for State/ National Group Think

### Regional State/National

Region - 4 Place or Ranking Classes 1 Oral Reasons Class

State - 6 Place or Ranking Classes 1 Oral Reasons Class

Group Think

## Suggested Training

- Focus on designated categories
- Use photos, product labels, and/or real items.
- Use resource information provided on-line.
- Teams can help develop scenarios.
- Build notebook /folder of practice classes for future study.

## Resources

The Central Region SharePoint site hosts the 4-H Consumer Decision Making Judging information. Additional information may be accessed at the following link:

<https://utia.tennessee.edu/ext/central/SitePages/4-H%20and%20Youth%20Development.aspx>

For more information contact your Regional Program Leader or Justin Crowe at the State 4-H Office.

Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development.  
University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating.  
UT Extension provides equal opportunities in programs and employment.