

CURRICULUM CONNECTORS

DATA DURING THE HOLIDAYS

In these curriculum connectors, students will have the opportunity to interact with **data** to draw conclusions about **consumer** behavior surrounding holidays by:

- **Analyzing** and communicating their own family histories
- Comparing personal **traditions** to those presented through data
- Constructing arguments using data as **evidence**
- Creating **scatter plots** and participating in debate

NOTE TO EDUCATOR: Definitions for all **key vocabulary words** can be found in a glossary on the last page.

CONSUMER TRADITIONS DURING THE HOLIDAYS

No matter what cultural background or location in the country, there are certain holidays that permeate schools and students' minds. Holidays like Thanksgiving, the winter gift-giving season, and the various candy-giving celebrations have become part of school traditions, and this collection of activities will give educators the opportunity to bring data into the classroom in timely ways.

GIVING THANKS—A HOLIDAY TRADITION

BEYOND THE BIRD AND WHAT ARE AMERICANS STUFFING THEIR SHOPPING CARTS WITH FOR THANKSGIVING

Activity Idea #1 (beginner)

Students will interview family members to write an informative family history on the **evolution** of their own Thanksgiving meals, considering culture and geography. Students will then compare the food their families prepare to those preferred by "most Americans," as demonstrated in the reports.

NOTE TO EDUCATOR: It may be helpful to provide students with sample interview questions or prompts.

Activity Idea #2 (intermediate)

After interviewing family members to write informative summaries of their families' typical Thanksgiving meals, students will research the typical Thanksgiving meals from various regions in the country. Students will present their research using visual graphs or **infographics** in order to compare to the data in the reports and determine which family or **region** is most "typical."

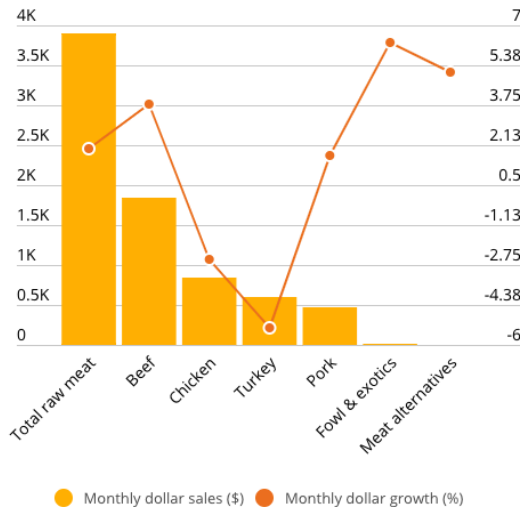
Connect to: [Informative Writing](#); [Human-Environment Interaction](#); [Interviewing and Collaborative Discussion](#); [Research](#); [Integrate Information from Multiple Sources](#); [Present Knowledge](#)

Career Connection: [Client Operations Manager](#)

Visual/Graphic: Charts and graphs are provided below for settings without internet access.

STUDENT HANDOUT

TURKEY SALES TAKE A HIT THIS THANKSGIVING



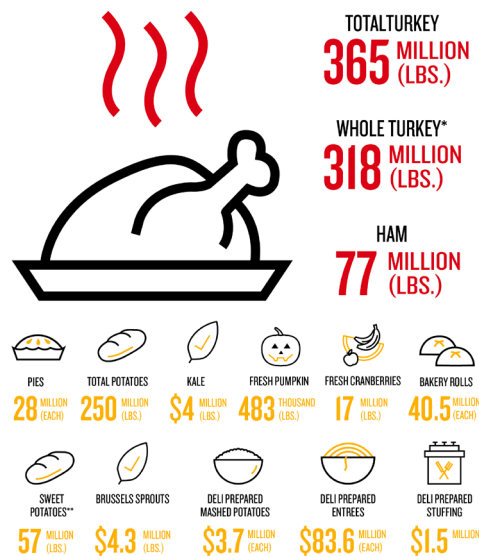
Note: Sales growth is among raw meats across the store.
Source: Nielsen Retail Measurement Services, Total U.S. All Outlets Combined (xAOC), Latest four-week period ended Nov. 24, 2018, vs. previous period a year-ago.

Nielsen: [Beyond the Bird: Turkey Tumbled as Thanksgiving Traditions Expand](#), 2018

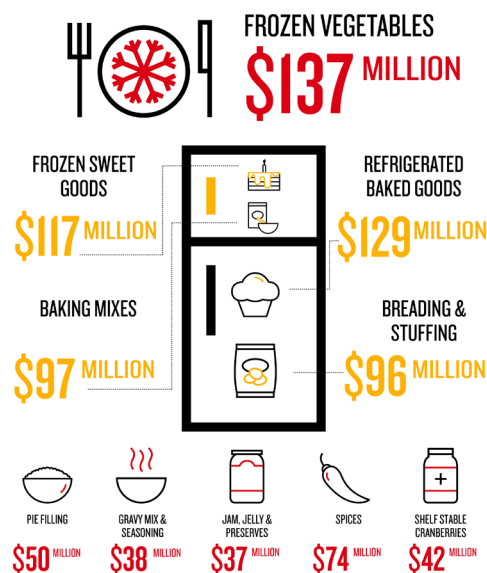
THANKSGIVING BY THE NUMBERS

WHAT AMERICANS STUFF THEIR SHOPPING CARTS WITH WEEK BEFORE & WEEK OF THANKSGIVING

FRESH PERIMETER SALES



CENTER OF STORE SALES



Sources: Nielsen Answers and Freshfacts, retail measurement.
Total U.S., week ended 11/19/2018 through week ended 11/26/2018
*Whole Turkey is a subsegment of Total Turkey.
**Sweet Potatoes is a subsegment of Total Potatoes.

Nielsen: [What Are Americans Stuffing Their Shopping Carts With for Thanksgiving?](#), 2017

POWER UP—VIDEO GAMES DURING THE HOLIDAYS

HOLIDAY [2017](#) AND HOLIDAY [2018](#): MOST ANTICIPATED VIDEO GAMES

Activity Idea #1 (beginner)

The data in the reports is categorized by the gaming system that is being used. Students will conceptualize new categories and classify anticipated games accordingly in order to present to peers a “Consumer Guide on Which Game to Buy” that considers changes from year to year. Students will include a “Most Anticipated Game” designation, drawing a conclusion by comparing multiple points of data.

Activity Idea #2 (intermediate)

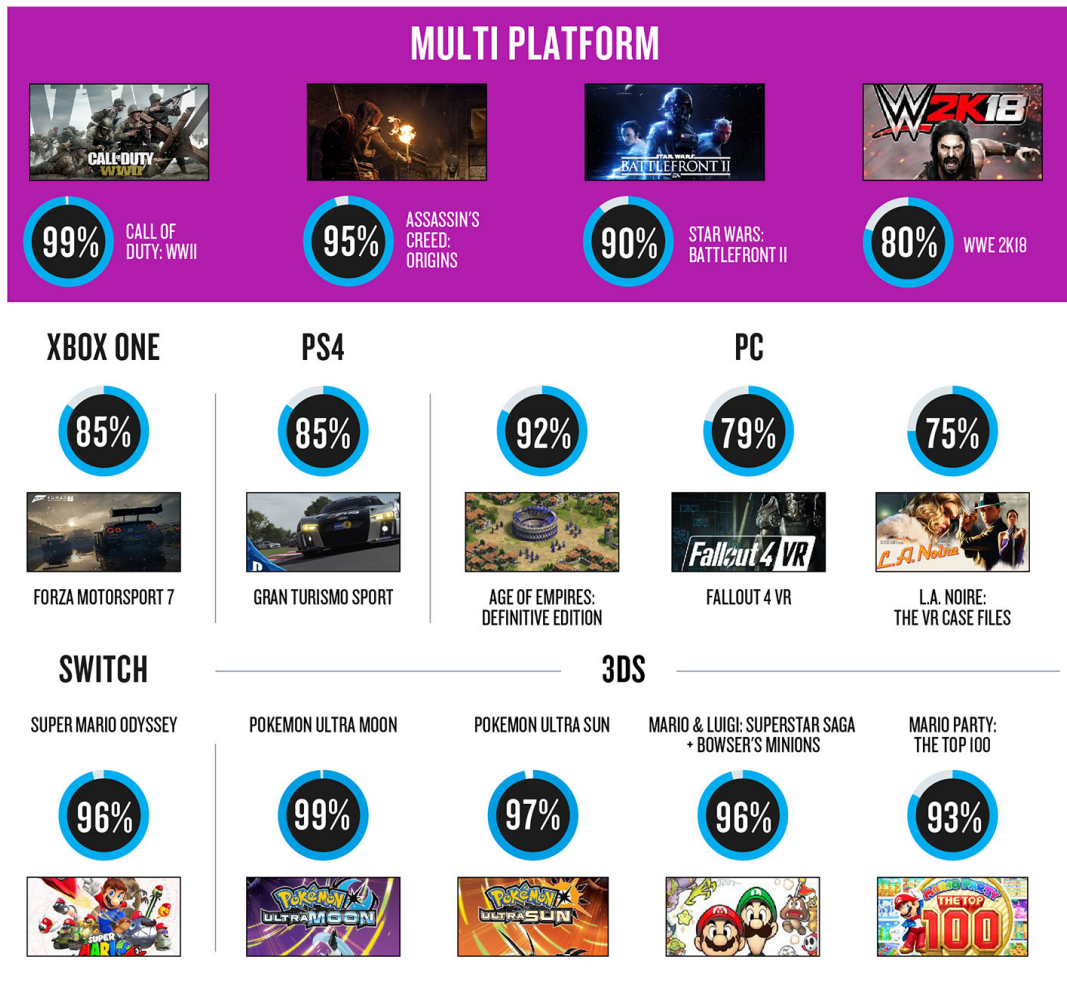
Students will use the data from both reports to create a scatter plot in which one axis will represent time and one axis will represent anticipation percentage. Students will compare anticipation of action/adventure versus sports/racing games by categorizing dots with two different colors. They will use their scatter plots to calculate a correlation and draw conclusions about change in preferences over time.

Connect to: [Interpreting Data](#); [Using Data to Draw Inferences](#); [Classification](#); [Presenting Knowledge](#); [Representing Data](#); [Scatter Plots](#)

Visual/Graphic: Charts and graphs are provided below for settings without internet access.

STUDENT HANDOUT

MOST ANTICIPATED HOLIDAY GAMES 2017



Includes titles that have a Game Rank of 75% or higher; Data collected by surveying nearly 6,000 gamers between August 21 - September 23, 2017.
 70-79% = well above average anticipation from gamers on the platform(s)
 80-89% = very strong anticipation from gamers on the platform(s)
 90-100% = extremely high anticipation from gamers on the platform(s)

Source: Nielsen Game Rank™ represents the overall anticipation level among gamers on each platform, based on a combination of several key measures (including awareness, purchase interest, consumer rating and others). The percent value shown reflects how strong the overall anticipation level is for the title, relative to the pre-release anticipation levels of all previous titles that released on the platform(s).

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Nielsen: [Holiday 2017: The Most Anticipated Video Games, 2017](#)

STUDENT HANDOUT

MOST ANTICIPATED HOLIDAY GAMES 2018

MULTI PLATFORM

99



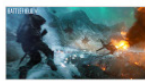
CALL OF DUTY:
BLACK OPS III

97



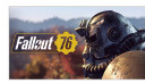
RED DEAD
REDEMPTION 2

94



BATTLEFIELD V

92



FALLOUT 76

91



ASSASSIN'S CREED:
ODYSSEY

87



FIFA 19

84



NBA 2K19

72



NBA LIVE 19

71



SHADOW OF THE
TOMB RAIDER

71



HITMAN 2

70

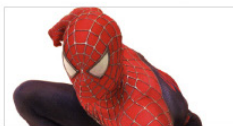


WWE 2K19

PS4

100

MARVEL'S
SPIDER-MAN



XBI

84

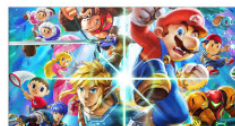
FORZA HORIZON 4



SWITCH

98

SUPER SMASH
BROS. ULTIMATE



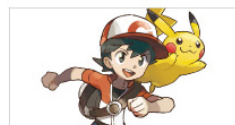
98

SUPER MARIO
PARTY



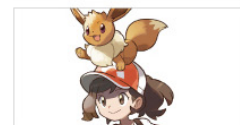
88

POKEMON:
LET'S GO, PIKACHU!



86

POKEMON:
LET'S GO, EEEVEE!



Includes titles that are releasing from Sep - Dec 2018, and have a Game Rank™ of 70 or higher; Data collected by surveying nearly 6,000 gamers between Aug 19 - Sep 22, 2018.

70 - 79 = well above average anticipation from gamers on the platform(s)

80 - 89 = very strong anticipation from gamers on the platform(s)

90 - 100 = extremely high anticipation from gamers on the platform(s)

Source: Nielsen Game Rank™ represents the overall anticipation level among gamers on each platform, based on a combination of several key measures (including awareness, purchase interest, consumer rating and others). The value shown reflects how strong the overall anticipation level is for the game, relative to the pre-release anticipation levels of all previous games that released on the platform(s).

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Nielsen: [Holiday 2018: The Most Anticipated Video Games](#), 2018

SWEET TREATS—EXPLORING THE CANDY AISLE

AMERICA'S SWEETEST TREAT IS DELIVERING CANDY CRUSHING GROWTH

Activity Idea #1 (beginner)

Students will give a speech to peers in which they present the most advantageous time of year for candy manufacturers to spend money on advertising. They will present data from the reports to support their position.

Activity Idea #2 (intermediate)

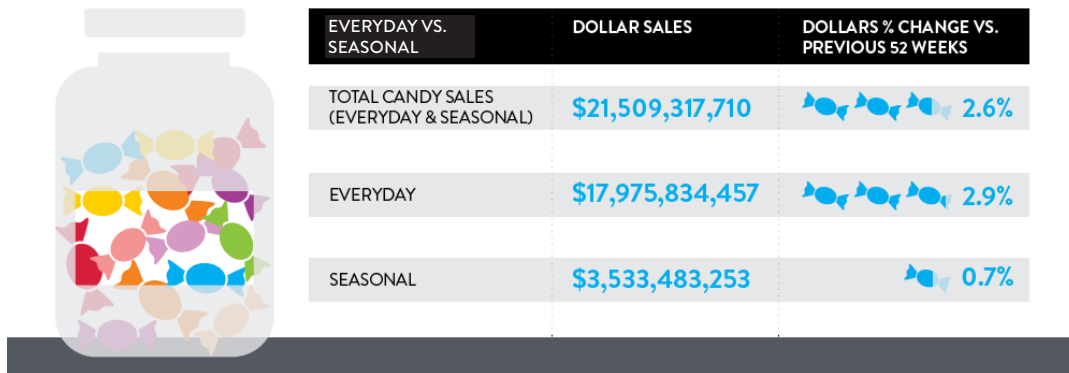
Students will research the amount of money spent by candy manufacturers on advertising. In groups, students will use data from the report and their research to calculate the percent change in sales. Students will participate in a formal debate about the most advantageous time of year for candy manufacturers.

Connect to: [Collaborative Discussions](#); [Debate](#); [Presenting Knowledge in Speech](#); [Economic Decision Making](#); [Research](#)

Visual/Graphic: Table provided below for settings without internet access.

STUDENT HANDOUT

U.S. CANDY SALES



Source: Nielsen AOD, 52 weeks ending April 30, 2016

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Nielsen: [America's Sweetest Treat is Delivering Candy Crushing Growth](#), 2016

COLLECTING DATA—IN ORDER TO SOLVE A PROBLEM, YOU NEED TO FIND THE RIGHT INFORMATION

Using their categories from the second **data set**, students will collect their own data from family, friends, and peers regarding video game preferences. After researching the video games currently in queue for release, students will predict which future video game will be most highly anticipated based on their data. *NOTE TO EDUCATOR:* It may be helpful to include a required set of **data points** or allow students to share data with a partner or group.

KEY VOCABULARY

Analyze: To study or determine the nature of a relationship

Categorize: To classify into a group

Classify: To consider as belonging to a particular group

Consumer: A person that uses goods and services, or participates in an economy

Correlation: The relationship between two variables or data sets

Data: Facts and statistics that can be used for analysis, discussion and/or calculations

Data Point: A single identifiable element in a data set

Data Set: A group of data points

Evaluate: To determine the value, worth, or significance

Evidence: Information that provides support for whether a conclusion is true

Evolution: The process of change in a certain direction

Fare: The price charged for a good or service

Infographic: A chart, diagram, or illustration that uses graphics and images to present information

Region: An area, division, or district

Scatter Plot: A two-dimensional graph consisting of points whose coordinates represent values of two variables

Tradition: An inherited pattern of thought, action, behavior, or beliefs

Dollar Sales: Revenue generated from business transactions for a good or service

Dollar Growth/Change: The extent to which dollar sales of a good or service grow or decline

Multiplatform: Compatible with more than one device or operating system