

A TEACHERS' GUIDE TO THE

FOLLOW THE THINGS

WEBSITE

10 STEPS TO FOLLOWING THE THINGS....

1.
POINT
YOUR WEB
BROWSER
TO

[HTTP://
WWW.FOLLOWTHETHINGS.COM](http://www.followthethings.com)

A GUIDE TO USING THE
WEBSITE IN (E) OUT OF
THE CLASSROOM - LESSON
IDEAS AND GUIDANCE FOR
KEY STAGES 1-5

2. LOOK AT THE
LAYOUT OF THE
WEBSITE ON THE
NEXT PAGE

3. EXPLORE THE HOME PAGE

THIS TOP BANNER DISPLAYS THE MAIN LINKS AND ANY SEASONAL OFFERS...

followthethings.com
another kind of shopping

Your shopping bag



Browse our departments: [Grocery](#) | [Fashion](#) | [Electrical](#) | [Health & Beauty](#) | [Gifts](#) | [More](#)

REQUEST A FREE SHOPPING BAG

ENJOY THE SLIDESHOW

1 2 3



Tweets

Follow



follow

@followthethings

READ RECENT TWEETS FROM @FOLLOWTHETHINGS

Container explodes on container ship Hansa Brandenburg in Indian Ocean near Mauritius, crew abandon ship, fire rages

BELOW THE TWEETS IS A SEARCH BOX WHERE YOU CAN LOOK FOR RESOURCES ON THE SITE USING SEARCH TERMS...

Google Search

Only search followthethings.com

CHECK OUT THE:

- TWITTER FEED
- FACEBOOK PAGE &
- WORDPRESS BLOG THAT LINK TO THE SITE....

AT THE BOTTOM OF THE WEBPAGE ARE LINKS TO SOME USEFUL ADDITIONAL AREAS WHICH WE WILL VISIT LATER....

FOLLOW IT YOURSELF.

CLASSROOM IDEAS

Check our online shopping channels



[Shipping](#) - [FAQ](#) - [Legals](#) - [Contacts](#) - [Follow It Yourself](#) - [Friends](#) - [Peer Review](#) - [Classroom](#)

4. FOLLOW THE LINKS FROM THE TOP BANNER

Browse our departments: [Grocery](#) | [Fashion](#) | [Electrical](#) | [Health & Beauty](#) | [Gifts](#) | [Money](#) | [Security](#) | [Auto](#)

CLICKING ONE OF THE DEPARTMENT NAMES HERE ALLOWS YOU TO VISIT EACH OF THE 8 'DEPARTMENTS' WHERE PRODUCTS ARE LOCATED... NEW PRODUCTS ARE ADDED REGULARLY

WHAT OTHER DEPARTMENTS WOULD YOU LIKE TO SEE ?

ON MOST PAGES, YOU CAN SCROLL DOWN TO THE BOTTOM TO SEE WHAT PEOPLE ARE SAYING AND JOIN IN THE CONVERSATION. THIS WOULD BE USEFUL FOR THOSE STUDENTS WANTING TO FOLLOW A PRODUCT A LITTLE FURTHER....

THERE ARE 8 DEPARTMENTS:
GROCERY: FOOD & DRINK
FASHION: CLOTHING & SHOES
ELECTRICAL: ELECTRICAL ITEMS
HEALTH AND BEAUTY: COSMETICS & MEDICINES, PLUS A KIDNEY!
GIFTS: GIFT ITEMS & CHOCOLATE
MONEY: NOTES AND COINS
SECURITY: WHAT KEEPS US SAFE ?
AUTO: CAR-RELATED ITEMS

Shipping



By container (from Scotland to South Africa, via China, USA, Brazil, Ja
Multimedia / multiplatform journalism project (2008-9): The BBC paints a distinctive livery and logo. They attach a GPS transmitter to follow its track as it is loaded or unloaded, its journalists meet the workers, consumers and through its travels. What they find is logged live on an interactive map. S photograph it. A unique high-tech collaborative research project emerges [more...](#)

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THERE'S ALSO A SHIPPING PAGE, SO YOU CAN EXPLORE HOW THE ITEMS GET TO YOU....

The luckiest nut in the world

E.G.: PEANUTS



Year: 2002

Writer / Producer / Director: [Emily James](#)

Production company: [Fulcrum TV](#)

Type: Animated film (22.53 minutes) first shown in the 'Alt-TV' series on Channel 4 in the UK.

Availability: free online (22.53 minutes on [Vimeo](#) [embedded video], 11 minute version on [YouTube](#), [myspace](#))

Page reference: Cook, I. (2011) The luckiest nut in the world. [followthethings.com](#)

([www.followthethings.com/luckiestnut.html](#) last accessed <insert date here>)

FOR THIS PRODUCT, YOU CAN WATCH AN ENTERTAINING SHORT VIDEO CALLED 'THE LUCKIEST NUT IN THE WORLD', WHO EXPLAINS WHY WORLD TRADE AND THE AVAILABILITY OF SUPPORT FOR PEANUT PRODUCERS MEANS THEY COME OFF BETTER THAN FARMERS WHO GROW OTHER NUTS. THE PAGE ALSO LINKS TO OTHER SIMILAR CAMPAIGNS AND CRITIQUES THEIR EFFECTIVENESS...

IS THERE A PRODUCT WHICH WE DON'T HAVE IN STOCK THAT YOU COULD 'FOLLOW' FOR US ?

SOME PRODUCTS ARE LINKED WITH PARTICULAR MEDIA, SUCH AS BOOKS, FILMS, COMICS & COMPUTER GAMES

SCROLL DOWN FOR MORE INFORMATION, INCLUDING FURTHER READING & NEWSPAPER ARTICLES / BLOG POSTS /

EACH 'PRODUCT' HAS A DATE ATTACHED - WHY NOT BRING A STORY UP TO DATE IF IT IS QUITE AN OLD ONE ?

THERE'S ALSO AN EXPLANATION OF HOW TO LINK TO THE STORY & REFERENCE IT IF YOU WANT TO MENTION IT IN AN ARTICLE OR OTHER WRITTEN PIECE OF WORK, SUCH AS A PIECE OF COURSEWORK

5. DELVE INTO THE DETAILS ON SPECIFIC PRODUCTS

G. DON'T HAVE ONE OF OUR SHOPPING BAGS ? CLICK ON 'YOUR SHOPPING BAG' NOW....

Your shopping bag



...& REQUEST A FREE SHOPPING BAG TO BE SENT TO YOU IN THE POST...

EMAIL: FOLLOWTHETHINGS@YAHOO.COM WITH YOUR NAME AND A POSTAL ADDRESS WE'LL SUGGEST WHAT YOU CAN DO WITH IT LATER...

Gorgeous & practical

If you haven't got one, email us at followthethings@yahoo.com with your name and address and we'll send you one, anywhere in the world, free of charge.



Our reusable bags are the same size and shape, and are made

Made by people working in a bag factory somewhere

Shopping bags like this rarely have a 'Made in...' label. But you can find out where they are made by searching a business-to-business site like alibaba.com for 'pp woven' shopping bags [look!]. That's what we did. We found where other supermarkets' bags were made, contacted a factory that made them under similar conditions [look!] - ordered 5,000 to try. We can't say exactly who made our bags but they are very much like them.

FIND OUT MORE ABOUT THIS AND OTHER SHOPPING BAGS

& CLICK THE MAP PINS FOR MORE INFORMATION



PLEASE TELL US HOW YOU USE YOUR BAG!

7. WHAT CAN YOU DO WITH A PRODUCT FROM THE STORE ?

LET'S TAKE A LOOK AT THE FASHION DEPARTMENT

Where am I wearing?



Year: 2008.

Author: Kelsey Timmerman

Type: popular non-fiction book.

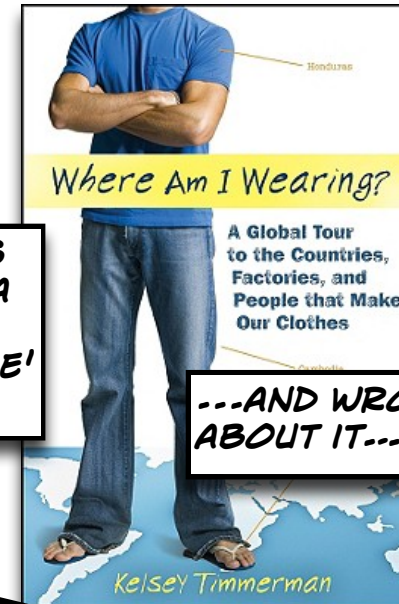
Full Reference: Kelsey Timmerman (2008) *Where Am I Wearing? A Global Tour to the Countries, Factories, and People that Make Our Clothes*. New York: HarperCollins.

Availability: from the publisher (paperback \$10.75; used from: US \$4.15 [link](#)), amazon.co.uk (new from: UK £11.69; used from: UK £8.69 [link](#)).

Page reference: Baker, E., Bird, E., Crease, G., Crookes, I. & Sucker, C. (2012) Where Am I Wearing? *followthethings.com* (<http://followthethings.com/whereamiwearing.shtml>, last accessed: <insert date here>)

I WEAR PANTS... I PRESUME YOU DO TO... MAYBE YOU WEAR BOXER SHORTS...

KELSEY TIMMERMAN WEARS BOXER SHORTS- HE MADE A JOURNEY TO CHINA AND BEYOND TO FIND OUT 'WHERE' HE WAS WEARING...



Where Am I Wearing?

A Global Tour to the Countries, Factories, and People that Make Our Clothes

...AND WROTE A BOOK ABOUT IT...

USE THIS PAGE TO HELP EXPLORE THE COUNTRIES AND CITIES WHERE YOUR PRODUCTS ARE MADE... USE GOOGLE EARTH TO PLOT THE LOCATIONS AND ADD PLACE MARKS TO TELL THEIR STORIES...

SEE HOW HE INVESTIGATED THE CONDITIONS UNDER WHICH THE WORKERS WHO MAKE YOUR PRODUCTS OPERATE. ARE THEY WORKING FOR FAIR PAY, IN SAFE BUILDINGS ? ARE CHILDREN BEING EMPLOYED ILLEGALLY ?

FIND OUT WHAT QUESTIONS THE BOOK RAISED ABOUT HOW GLOBALISATION AND INTERDEPENDENCE CHANGE THE AREAS WHERE COMPANIES OPERATE. ARE CITIES TOO DEPENDENT ON OVERSEAS COMPANIES FOR THEIR CONTINUED PROSPERITY ?

[Shipping](#) - [FAQ](#) - [Legals](#) - [Contacts](#) - [Follow It Yourself](#) - [Friends](#) - [Peer Review](#) - [Classroom](#)

WE'VE STARTED TO FOLLOW THE WAYS THAT PRODUCTS ARE MOVED FROM PRODUCERS TO CONSUMERS...

WE'VE ALSO LISTED WHAT ACADEMICS, FILM MAKERS & TEACHERS ARE SAYING ABOUT OUR SITE...

8. CHECK OUT SOME OF YOUR FAVOURITE PRODUCTS & FEATURES

DID YOU FIND WHAT YOU WERE LOOKING FOR ?

**IS THERE A PRODUCT MISSING FROM OUR STORE WHICH YOU WERE HOPING TO FIND ?
WOULD YOU LIKE US TO TAKE A CLOSER LOOK AT A PARTICULAR PRODUCT ?**

GET IN TOUCH WITH US

FOLLOWTHETHINGS@YAHOO.COM

A. WATCH THE SIMPSONS COUCH GAG DIRECTED BY BANKSY IN THE GIFTS DEPARTMENT - WHAT ARE THE MESSAGES ON SWEATSHOPS ? DO THEY HELP CHANGE OR REINFORCE YOUR VIEWS ?

B. READ ABOUT THE RESEARCH WHICH STARTED ALL THIS WORK OFF: WHEN IAN COOK SPENT SOME TIME ON A PAPAYA FARM IN JAMAICA

C. EXPLORE THE WAY THAT COMPUTER GAMES ARE BEING USED TO DRAW YOUNG PEOPLE INTO ISSUES RELATING TO REAL-WORLD PROBLEMS IN THE ELECTRICAL DEPARTMENT

D. SEE HOW WE'VE RECREATED SCENES FROM A FOLLOW THE THINGS DOCUMENTARY ABOUT PRIMARK AND CHILD LABOUR USING LEGO

#FOLLOWTHETEACHERS

THROUGH 2013-14 WE ARE GOING TO BE FOLLOWING SEVEN TEACHERS (NEW OR RETURNING TO THE PROFESSION) WHO ARE GOING TO BE USING IDEAS FROM THE WEBSITE IN THEIR TEACHING.

FOLLOW THE HASHTAG ON SOCIAL MEDIA SITES TO KEEP UP TO DATE WITH THE WORK THEY ARE DOING, AND VISIT OUR NEW CLASSROOM PAGES TO FIND OUT MORE ABOUT THEM...

9. TAKE YOUR SHOPPING BAG ON A JOURNEY



- CUT A LADYBIRD FROM YOUR BAG
- PATCH THE HOLE ['HOW TO' HERE].
- TAKE HER/HIM 'SHOPPING', & PUT HIM/HER SOMEWHERE.
- TAKE A PHOTO.
- WRITE HIS/HER THOUGHTS IN A CAPTION.
- JOIN OUR FLICKR GROUP [HERE].
- UPLOAD YOUR PHOTO, LOCATE IT ON THE MAP, AND ADD YOUR CAPTION.
- ADD IT TO OUR LADYBIRD SPOTTING SET ON FLICKR

10. VISIT OUR NEWEST PAGE - OUR CLASSROOM PAGES - SPECIALLY SELECTED OFFERS FOR STUDENTS & TEACHERS - OPENED SUMMER 2013

THE FOLLOW THE THINGS LADYBIRD KNOWS ABOUT WORLD TRADE....

<p>NC New National Curriculum Exactly how our site can help you teach geography in school.</p>	<p>Where's my stuff from? - interdependence, diversity + - ages 11-14 (Key Stage 3)</p>	<p>Global trade & shipping - how to 'follow the container' - ages 5-18 (Key Stage 1-5)</p>
<p>Research - fair trade + - Key Stage 3)</p>	<p>Be a Champion Shopper! - 6 ft shopping bag missions - ages 11-18 (Key Stage 3-5)</p>	<p>Tools of the trade - who made my stuff where - ages 5-11 (Key Stage 1-2)</p>
<p>Play global trade - 10 people making your stuff - ages 5-18 (Key Stage 1-5)</p>	<p>Where am I Wearing? - fashion & trade geographies - ages 11-18 (Key Stage 3-5)</p>	<p>Making the connection - mobile phone geographies - ages 14-16 (Key Stage 4)</p>
<p>DIY trump card game - ethical trade & consumption - ages 5-18 (Key Stage 1-5)</p>	<p>Write a card to a worker - imagination / interdependence - ages 5-18 (Key Stage 1-5)</p>	<p>Banky & globalisation - art & geographical thinking - ages 11-12 (Key Stage 3)</p>

WE'VE CREATED A MIXTURE OF RESOURCES, LINKS TO EXISTING WEBSITES AND NEW CONTENT. ALSO FOLLOW OUR TEACHER BLOGGERS

WE LOVE TO SEE YOUR IDEAS TOO. SEND THEM TO US AT:
FTTCLASSROOM@YAHOO.COM