2001

Wandering the Web-Selected Online Resources for Teaching Children about Money and Finance

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Recommended Citation

Paul, Sandra K.; Simmonds, Albert; and Spencer, Roxanne Myers (2001) "Wandering the Web-Selected Online Resources for Teaching Children about Money and Finance," *Against the Grain*: Vol. 13: Iss. 6, Article 38.

DOI: <https://doi.org/10.7771/2380-176X.3671>

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AD REVENUES IN THE TOILET

by **Bruce Strauch** (The Citadel)

Fabulous advertising growth in the 1990s caused 1,000 (!) magazines a year to be launched. Now it's all doom, gross indignity and bigger discounts as publishers grovel for a few pitiful pages of ads. Editorial independence is shamelessly swapped for "favorable coverage" as once-proud journals scramble for the measly bucks available. For publishers, junkets to Tuscany and helicopter skiing in Sun Valley are history. Under the shadow of massive lay-offs, it's four sales calls a day and ghastly drives to New Jersey to personally give grateful thanks to advertisers.

See — "Recession Transforms Once-Glamorous Job of Magazine Publisher," by **Matthew Rose**, *The Wall Street Journal*, p. 1, Sept. 4, 2001.

"WELSH RABBIT IS AMUSING & RIGHT, & WELSH RAREBIT STUPID & WRONG"

by **Bruce Strauch** (The Citadel)

Very entertaining article on **H.W. Fowler** and his "Dictionary of Modern English Usage" which you really should look up and read.

The massive 13-volume O.E.D. was published in bits from 1879 to 1933 although the over-worked editor **James Murray** died in harness in 1915 after "Trink—Turndown." Since few folks would buy a 16,000 page dictionary, smaller versions were done as spin-offs.

Henry Fowler, a literary failure, moved to the Channel isle of Guernsey, and with his brother wrote the "Concise Oxford Dictionary" (1911) and the "Pocket Oxford Dictionary" (1924). And on his own, **Henry** produced the "Dictionary of Modern English Usage" (1926). This supreme eccentric sat on his lonely isle writing the accepted pronunciation of "anchovy" and the special connotation of "pawky."

He taught us never to start a sentence with "but," never end a sentence with a preposition and never, ever split an infinitive. But it's better to occasionally break a rule than go out of your way ... not to.

See — "Slips of the Tongue," by **Louis Menand**, *The New Yorker*, p. 82-86, Nov. 26, 2001.

CONGLOMERATE SPATS

by **Bruce Strauch** (The Citadel)

AOL Time Warner Inc. owns **Warner Bros.** that produced "Harry Potter." It also owns *Time* which owns *Entertainment Weekly*. But **Warner** wouldn't let *Entertainment* preview "Potter" because *Entertainment* had called **Warner** "rudderless." So *Entertainment* sneaked into the preview. And now people aren't returning each other's calls and **Warner** says the magazines staffers are too cocky and adversarial. And Hollywood is just a-buzz with gossip. And some are chafing, and some want heads to roll, and others hope to ease the situation.

See — "Why 'Harry Potter' Had Magazine, Movie Studio in a Family Fight," by **Matthew Rose**, *The Wall Street Journal*, p. B1, Dec. 4, 2001.

DEALING WITH THE ELEPHANT IN THE ROOM

by **Bruce Strauch** (The Citadel)

The necessity of commenting on Sept. 11 presented special challenges for trade journals such as those in the soap and taxidermy fields. But for others, the angle was obvious. *Pit & Quarry* cast aside its planned October issue to address the rebuilding of Lower Manhattan. *Cheese Market News* focused on the diversion of milk from normal delivery routes. *Goat Rancher Magazine* screened herds for biological tampering. And as you guessed, *Plants Sites & Parks* covered the new skittishness for trophy high-rises.

See — "What a Journal Called Cheese market News Can Say About Sept. 11," by **Patricia Callahan**, *The Wall Street Journal*, p. A1, Oct. 25, 2001.

TAKE THE MOOLAH AND SHOVE IT

by **Bruce Strauch** (The Citadel)

Fatigued by academic writing, **Stephen Ambrose** turned out a blockbuster titled *D-Day* and launched a history writing industry that includes *Citizen Soldiers* and *Band of Brothers*, Ambrose Historical Tours, the Eisenhower Center for Oral History and \$40,000 speaking engagements.

Simon & Schuster has printed 5 million copies of his books, and profitably, he is only exceeded by the **Tom Clancey** level authors.

Now he says he is going to quit, but **Simon & Schuster** aren't taking him seriously. "That's just his little joke," says his veteran editor. No doubt nervously.

See — "As a Professor's Books Become Bestsellers, A Big Business is Born," by **Matthew Rose**, *The Wall Street Journal*, p. A1, Aug. 20, 2001.

Wandering the Web —

Selected Online Resources for Teaching Children about Money and Finance

Compiled and annotated by **Roxanne Myers Spencer** (Head Librarian, Green County Public Library, Cedarville, Ohio)

Column Editor: **Jack G. Montgomery** (Coordinator of Collection Services, Western Kentucky University, Library Automation and Technical Services, 309 Cravens Library Complex, W.K.U. Libraries, One Big Red Way, Bowling Green, KY 42101) <Jack.Montgomery@wku.edu>

The economic boom in the United States of the past decade and the development of the Internet have brought many changes to the way computer-literate Americans view money. Children of all ages have to ability to plan, save, and spend in ways that previous generations could not. But which tools can parents, students, and educators rely on to teach the young the value of money, to avoid temptation or dishonest operators? These selected online resources represent some of the better known, easy to navigate sites useful for parents, educators, and librarians seeking reliable information on introducing money and finance topics to students from the early grades through high school. Included are interactive games, teacher lesson plans, and additional links that make this selected online bibliography a good jumping-off point for novice or experienced Web-searchers. Adults, take note: Ever find your

eyelids drooping wearily when reading those small-print stock prospectuses? Most of these resources are so well designed and so easy to navigate and comprehend, you may find yourselves wanting to jump right in and sign on!

Selected Websites

AskEric www.askeric.org/ is one of the primary resources for educators. Lesson plans for **Applied Mathematics** http://www.askeric.org/cgi-bin/lessons.cgi/Mathematics/Applied_Math are excellent resources for teachers seeking novel ways to introduce money concepts such as comparison shopping, spreadsheets, and other practical tools to the math curriculum. A sample of the lesson plans includes **Money Values**,

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[ematics/Applied_Math/APM0012.html](http://www.askeric.org/cgi-bin/printlessons.cgi/Virtual/Lessons/Mathematics/Applied_Math/APM0008.html) for grades 1-3; **The Savings Bank**, www.askeric.org/cgi-bin/printlessons.cgi/Virtual/Lessons/Mathematics/Applied_Math/APM0010.html for grade 6; and **Ups and Downs of the Stock Market**, www.askeric.org/cgi-bin/printlessons.cgi/Virtual/Lessons/Mathematics/Applied_Math/APM0010.html for grades 9-12. Educators may submit lesson plans to AskEric. A site map, search tips, FAQs, alphabetical topics listings, and a site tour make even inexperienced teacher-education students feel at ease when first using the site. An archive of questions is maintained, as well as access to an **ERIC Expert**, askeric.org/Qa/ which functions as an online-reference service about the **ERIC** database, complete with submittable form. **ERIC** searches can still be tricky; keywords, identifiers, descriptors—without a good understanding of the way the **ERIC** database is constructed, new users may be frustrated in initial searches.

StudyWeb, www.studyweb.com/ housed within the **Lightspan Network** www.lightspan.com/ education Website, is a well-designed mine of information for students of all ages. Lesson plans, homework assistance, and Website reviews are just a few of the resources available from among dozens of categorized topic and subject areas. A few sample Websites, when searched using the **Boolean** terms “kids and money” include the **Copernicus Education Gateway**, <http://38.202.153.26/visa/> from the **Learning Network**, www.learningnetwork.com/ which offers a Visa-sponsored program that includes “Practical Money Skills for Life,” with banking terms, quizzes, family games, and online calculators. **Thinkquest** www.thinkquest.org/ lists information by kids on investing for kids, using games, and simple strategies, beginning with the ever-popular lemonade stand enterprise. **Investing for Kids** library.thinkquest.org/3096/index.htm includes the **ThinkQuest Stock Game**, library.thinkquest.org/C001759/stockquest/mystocks.htm with versions for students and educators; **Financial Quiz**, (beginner to advanced) library.thinkquest.org/3096/8quiz.htm; and a **Stock Learning Center**, library.thinkquest.org/3096/4learn.htm among other useful tools.

Blue Web'n www.kn.pacbell.com/wired/bluewebn/ is one of the resources for educators from the **Pacific Bell Knowledge Explorer** www.kn.pacbell.com/index.html Website. Access to the categories includes browsing a content table, searching by subject area, or an advanced search function by grade level. Using the subject area lists, which are divided into **Dewey Decimal System** divisions, the **Business and Finance** section (#650) www.kn.pacbell.com/wired/bluewebn/ provides a selected, briefly annotated list of Websites that introduces students to stocks and investment, annuities, general finance, and other business and entrepreneurial ideas. Interactive games that appeal to the inveterate student “net gamer,” this site offers educators small but well-chosen lists of Websites for further research, lesson plan ideas, activities, reference tools, and “hot lists.” For its well-targeted sites, **Blue Web'n** is highly recommended as a quick-reference jumping off point for teachers not afraid to use the Internet as a reliable, comprehensive teaching tool.

The **Motley Fool** www.fool.com/ Website is a popular, user-friendly financial resource that includes an extensive, easily searched database, articles, and step-by-step guides for investors from novice to experienced, and for children of all ages. Using the broad **Boolean** search terms “kids and money” brings up more than 500 hits. The first result is the useful **Starting Points** <http://www.fool.com/search/query.htm?qt=kids+and+money&go=1&button=Go> section, which lists the following articles to acquaint searchers with the site's introductory resources for the topic: **Investing for Your Kids** www.fool.com/money/investingforkids/investingforkids.htm; **Dependents: An Overview** www.fool.com/school/taxes/1999/taxes990514.htm; and **Teens and Investing**, www.fool.com/teens/FamilyCollection980325.htm. Relevant subsequent article titles include a site **Glossary** www.fool.com/school/Glossary/glossary.htm; articles from the **Motley Fool's** downloadable publication, “**The 13 Steps to Investing Foolishly**” www.fool.com/school/13steps/13steps.htm; “**Investing Basics, Keys to Success**” www.fool.com/school/basics/investingbasics001.htm guidelines; one of several FAQs, “**Short-Term Savings Center: Frequently Asked Ques-**

tions About Saving” www.fool.com/savings/shortterm/faq.htm?ref=smp. There are also online discussion groups for different levels of investors. The originators of **Motley Fool** investment guides have developed a well-organized, entertaining and informative Website. Browsers could easily spend hours learning about the many aspects of money management.

Money.com, www.money.com is the interactive Website for *Money* and *Fortune* magazines. Like many commercial sites that haven't caught on that sometimes less is more, the site's splash page is dazzling busy. When wanting to search the site, one has to search for the search function, not readily apparent among all the information presented. A stock quote search box where one might expect the general search function to be leads to a false start, as it only searches stock symbols, not the entire site for articles. Parents, educators, and high school and older students will get the most out of using this site. When searching the **Money** database, again using the broad **Boolean** search terms “kids and money,” offers up far too many returns to review in a reasonable amount of time. Hits can be sorted by relevance, date, and with or without article summaries displayed. An auxiliary search of **Fortune** www.fortune.com for the same terms is also a possible selection. By contrast, the **Fortune** returns numbered 363, compared to **Money's** 3515 hits. A quick scan of the **Fortune** hits indicate a far broader scope, following the more specialized content of *Fortune* magazine, in the articles that come up. **Money's** hits include more than a dozen articles in the magazines special columns: “**Money 101: Kids and Money**” www.money.com/money/101/lessons/12/saving_and_spending.html, “**Money Talk: Mutual Funds for Kids**” <http://www.money.com/money/depts/investing/moneytalk/archive/000609.html> and “**MoneyTalk: Investing**,” <http://www.money.com/money/depts/investing/moneytalk/archive/990506.html> in the first two dozen relevance-ranked returns. This makes targeted searching more succinct. Both **Money** and **Fortune** sites are valuable, but as a teaching tool, **Money.com's** more general target audience offers more direct possibilities.

The **Learning Network** [www.http://www.learningnetwork.com/](http://www.learningnetwork.com/) returned several interactive, easily searched and well-categorized features of interest to teachers, parents, and students. **FamilyEducation.com** www.familyeducation.com provides parents with several sections divided into articles and activities. These include: **Learning Finance through Stories**, www.familyeducation.com/article/0,1120,37-14176-0,00.html produced in partnership with **Reading is Fundamental** www.rif.org; a section on **Budgeting** www.familyeducation.com/topic/front/0,1156,37-13279,00.html teaches the use of coupons to save and the value of a dollar; the **Credit Cards** www.familyeducation.com/topic/front/0,1156,37-13383,00.html section teaches responsible use, discusses debt consolidation, and explains repayment time frames and interest accrual. Teacher resources include lesson plans, and interactive games, such as **ChangeMaker** learningnetwork.funbrain.com/cgi-bin/shhtml.cgi?A1=../cashreg/index.html, an online game that teaches children to make change in different currencies; **PenguinWaiter** learningnetwork.funbrain.com/cgi-bin/shhtml.cgi?A1=../penguin/index.html, which teaches teens how to calculate restaurant bills and tips. A related Website is **FunBrain**, www.funbrain.com/, which bills itself as “the Internet's #1 site for K-8 teachers and kids.” The site includes resources for students, parents, and teachers. Games that are noted above are linked to this site. As a resource for teachers, who sign on for free, there are quizzes in eight subjects, sent in by subscribers; and interactive educational games ranked by grade level and divided into subject areas.

Professor David A. Reid <http://ace.acadiau.ca/~dreid/index.html>, School of Education, <http://ace.acadiau.ca/fps/educ/home.htm>, Acadia University <http://www.acadiau.ca/> in Nova Scotia, Canada, has developed a Webpage entitled **Measurement and Money in Early Elementary** <http://plato.acadiau.ca/courses/educ/reid/Elem-math-virtual-Workshops/M&M/Measurement-and-money.html> with lesson plans and worksheets, links to interactive sites, Base 10 math concepts, and activities for coin comparison geared to the early grades. **Dr. Reid** includes links to shareware and freeware for introducing U.S. money top-

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and commercial and educational Websites. This site is a good jumping off point for new teachers seeking creative ideas to introducing understanding of measurement, counting, and basic decimal math concepts.

EcEdWeb ecedweb.unomaha.edu/teach.htm, the **Economics Education Website** from the **University of Nebraska** at Omaha www.unomaha.edu/, offers K-12 teachers and college level instructors resources for teaching basic economics concepts. Some materials are free and for immediate use, others are available for a small fee. The site is well organized with more than 18 pages of links to economic education resources. Older students should enjoy challenging online games, such as **The Stock Market Game** www.smg2000.org/. Younger students, will enjoy activities (in PDF format) such as **Wishes and Rainbows** ecedweb.unomaha.edu/ve/library/WISH.PDF, from the **Federal**

ics. Links connect to elementary school teachers' lesson plans,

Reserve Bank, Boston, and **My Money** ecedweb.unomaha.edu/mymo.pdf, from the **Federal Reserve Bank, Richmond**.

Other general teacher resources, from **Awesome Library** www.awesomelibrary.org/, including curriculum standards from several states, contain the **Math Forum's Internet Mathematics Library** forum.swarthmore.edu/library/, **Teacher's Net** www.teachers.net/, with subject-area and grade-level search capabilities, **Scholastic's Teacher Resources for Math** teacher.scholastic.com/ilp/index.asp?SubjectID=3&SubheadID=32&TopicID=79 offers games, reproducible forms, and professional resources for teaching money concepts in a stimulating variety of games at all grade levels.

Although this is a drop in the bucket of the educational resources ocean available on the Web for students, parents, and teachers, this list is a good starting point for anyone looking for the basics of money management in fun, interactive, and clearly understood language and graphics.

WEBWORTHY

Column Editor: **Pamela M. Rose, M.L.S.** (Web Services & Library Promotion Coordinator, Health Sciences Library, Univsity at Buffalo, 3435 Main St., Buffalo, NY 14214-3002; Phone: 716-829-2408 x129; Fax: 716-829-2211) <pmrose@acsu.buffalo.edu> wings.buffalo.edu/~pmrose

Websites selected for broad appeal, depth of information, and ease of access. Sites are organized by broad subject area and are visited just prior to publication. Please let the editor know of any sites that are not accessible. Comments and suggestions welcome to Pamela M. Rose, Health Sciences Library, University at Buffalo, 3435 Main St., Buffalo, NY 14214-3002; 716-829-2408 <pmrose@acsu.buffalo.edu>. Unless otherwise noted in square brackets following the description, Internet addresses were published in Science, NetWatch column edited by Jocelyn Kaiser. — PR

Archaeology

Aside from the usual membership and merchandising pitch and relevant news items, the revamped Web pages of the **Leakey Foundation** include a nifty interactive timeline that traces the key discoveries (Leakey-funded discoveries are identified by an "L") in human origins from 1847 to the 2001 fossils which pushed *Ardipithecus* back to one million years older than previously thought. Visit the audio archives and hear **Diane Fossey** talk about her years with the mountain gorillas in 1973, or Jane Goodall discuss the mother-child relationship of the chimpanzees. There's also an Educational Resources section including a visual glossary. — <http://leakeyfoundation.org/>

Charity

It's tough figuring out where you want to donate all those hard earned dollars. **Philanthropic Research, Inc.**, a public charity founded in 1994, makes it easier! With a mission to revolutionize philanthropy and non-profit practice, the **GuideStar** Website offers in-depth information about IRS-recognized non-profit organizations. There is a section for non-profits to register and update their information, as well as donor sections and a fully searchable database of over 850,000 charities.

Financial information includes the IRS 990 form in pdf format. — <http://www.guidestar.com/>

Chemistry

Flashy fun with reactive materials is what makes chemistry entertaining and memorable, according to **University of Leeds** chemist **Mike Hoyland**. The Delights of Chemistry Website offers animations of some of his most spectacular experiments (most involve fire!), as well as 40 experiments carefully explained for brave chemistry teachers everywhere. — <http://www.chem.leeds.ac.uk/delights/>

Health

Global health, "health problems, issues, and concerns that transcend national boundaries ... and are best addressed by cooperative actions and solutions," is a major concern of the **Health and Human Services (HHS)** Office of International and Refugee Health. Their global health portal site offers a wealth

of information on current partnerships and programs, a complete listing of government agencies dealing with global health, an extremely current list of upcoming events (such as Secretary Thompson's upcoming visit to Africa on December 1st) up to one year in advance, a section with situational information for international travelers, data resources including links and basic information for 42 countries, links to world health statistics, and fact sheets, current news items, and hot topics such as bioterrorism. An extremely useful site for up to date information on health for all nationalities! — <http://www.globalhealth.gov/>

Linguistics

In an effort to halt the extinction of 50-90% of the world's languages over the next century, the **Rosetta Project** is creating an online Rosetta stone, capturing in print and audio an

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