



HARTNELL UNIVERSITY



ECON 101

Follow the MONEY!



1. We are going to "follow the money" and see who makes what when you purchase something... and discover just how globally connected we really are!
2. To start, think of the last "big" item you purchased? (TV, phone, clothes, car, etc.) This is where the trail begins.
3. Write this item down on a sheet of paper. Circle it.
4. Draw a line from this circle and write down the store where you got it.
5. Draw a line from this circle and write down how much you spent.
6. Going back to the location, this is your first "trail". For instance, let's say you bought the item at a store in a mall. You need to uncover who owns the store... and who owns the mall. Is this a chain store/mall? If so, your trail just got a bit longer. If your company's name is Trademarked (™), Reserved ®, or Copyrighted ©, then check their registrations. This will give you important names.
7. Using online searches, begin to peel back a layer of this onion. The more names and companies you uncover, the more delicious your findings will be. (Keep writing down the names and companies around your diagram.)
8. If the item you bought has a tag (or some other indicator), check and see what it says next to, "Made in _____." If Indonesia, Vietnam, China, etc. pop up... then your search goes international.
9. What parts were manufactured... and where? Where was it assembled?
10. If articles about workers rights - or human rights violations - pop up, read them! More clues.
11. If possible, try to locate the amount the workers make in the various factories from around the globe. If possible, try to locate the net worth of the individual(s) that own the company. If possible, try to find a breakdown of the cost analysis for the item you bought. Put this information next to the line where you wrote how much you paid for the item. This information is BONUS material, but it is fascinating.

Forget what they
told you. You
want the truth,
follow the
money. *Roxanne Bland*

