

Read  
NOW!

Issue  
**05**  
Nov. 2017

# SCROLLER

The media magazine for kids

Topic

## Wishing, sharing, buying

### Super trendy

What is IN today can  
be OUT tomorrow  
just as quick

### Ex-change things!

How super old traditions  
are discovered anew

### Shopping online

Learn how online  
shopping works



Grab your **SCROLLER**  
The new free children's magazine from Teachtoday

An initiative by 

# Meet

# Tom and Trixi

To buy or not to buy? Tom & Trixi ask themselves this question over and over again. The desire to own stuff can be really hard to resist. On their tour through the online shopping world, they learn a whole lot about consumer culture and its consequences, all the while meeting interesting people who give them a glimpse behind the scenes.

## TRIXI

Trixi's wish list is pretty long and she loves to buy things. But since she also loves the environment, she makes sure not to produce too much trash.

So, she asks herself first if she might be able to borrow a thing rather than buy, or if she can trade for it.

She's just as excited about what's trendy as Tom, and happily gets caught up in his crafty projects to turn old into new.



## TOM

When it comes to shopping online, Tom knows all about it – but he's rather modest and thinks it's better to reuse than buy new. As an inventor, Tom thinks of ways to put old things to a new use. When it comes to games though, he leaves nothing out and, just like Trixi, he's on the cutting edge.

## Let's go!

## ORDER NOW!

Would you like to get **SCROLLER** magazine regularly? Ask your parents if you can send us an email. Don't forget to specify your name and your address. Have fun reading!  
Your SCROLLER Team

Order now: [contact@scroller.de](mailto:contact@scroller.de)

# HELLO!

“All that glitters is not gold,” wrote Shakespeare more than 400 years ago in a theater play. What he meant was that not everything that seems valuable really is...

It’s a familiar story, one that is especially true of consumer culture. Sure, it’s great to get everything you wish for, buy it online, use the hottest apps and follow the latest trends. But do you really need all that? Is it right to consume just for the sake of consuming?

Which brings us right to the topics of SCROLLER number five: What about when you can’t find your favorite app between all the others you’ve downloaded? What happens when you lose track of what you even have? Isn’t “less” sometimes better than “more”? What do people who can’t see consume in the visual digital world? How do you even pay for something online?

You’ll find answers to these and other questions in this issue: In the interview section, Rosa tells us what and how she can take advantage of the digital world with her smartphone. You will learn how online commerce works, how to make purchases, and of course get some tips to be tough.

*Annette*

Annette Reuter  
Group Corporate Responsibility  
Project Manager Initiative Teachtoday  
Deutsche Telekom AG

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IN DEMAND



# MISSED APPOINTMENT!

Lisa is standing in front of the school with Julian and Kai. They are discussing the newest mobile apps.

... you have to get it! And the DIY app is really cool. You enter in things that you don't need anymore and it gives you ideas of what you can build from them. Crazy, right?

Do you know about the concert app? It always tells me where my favorite band is playing!

Yeah, it's cool! And you make videos of the band with the video app and upload them. Do you have the app too, Lisa?

Yeah, sounds cool. I will have a look at it.

Ummm, no... I...



Lisa is at home. She's listening to music. Meanwhile, she is checking out all the apps she has on her phone.

It blinks, she's got a bunch of messages:

**Games app:**  
Put the chickens in the coup!

**Messaging app:**  
New video from Kai

**Concert app:**  
„Blue Tigers“: Next concert in Hanover!

**DIY app:**  
Your new DIY idea: a calendar from computer keys

**PLING!**

**Calendar:**  
Pick up Flori at 3:30pm.

**PLING!**

**PLING!**





Lisa is stunned by so many messages...

Phew, so many messages. Where do I even start?

But as soon as she starts watching the video...

Hey, cool video from Kai!

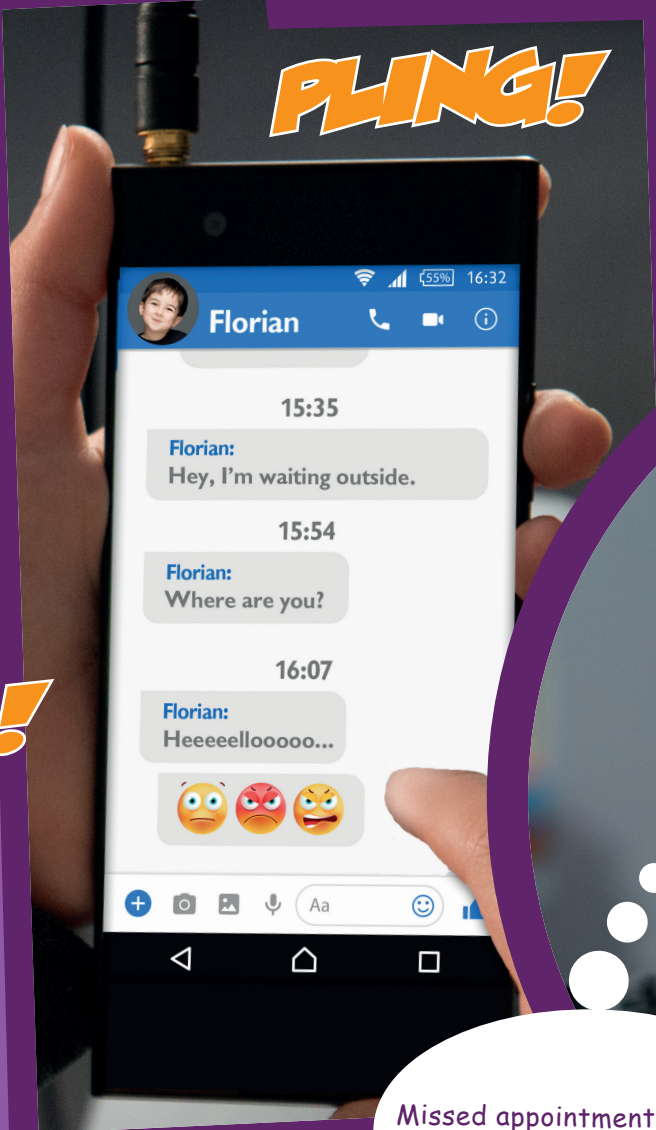


Lisa sees her phone blinking again! She checks.

**PLING!**

**OH NO!**

**GRRRRRMPF...**



Oh shoot! I should be picking up my brother! Now, I'll be in trouble...



Missed appointment. Oh darn. I totally missed it!

**THE END**

# Shopping on the Internet

## Best way to pay?

Shopping on the Internet is really practical. With an Internet-connected device, you can buy whatever your heart desires anytime and anywhere. The only catch is payment. Because, unlike in a store, you can't pay with cash online.

### Money transfer

Money transfer means that you send money from one account to another. When buying online, the transfer can be made in advance (right when you order) or when the bill comes.



### Credit card

A credit card is very convenient, because all you have to do is enter the card number and a few other data, and you can pay directly.



### Direct debit

With a "direct debit" you allow the seller to withdraw money directly from your own account. To do this, the seller receives all the necessary account information.



### Cash on delivery

If you buy something with "cash on delivery", you must pay for the thing you order when it is delivered. You pay at your door with cash money.



### Online payment service

An online payment service is a little like a money handler. You register online and permit the service provider access to your account to withdraw money for payment. The advantage is that your account data remains between you and the service provider.



## Avoid SURPRISES!

In order to use any of the payment methods listed here, you have to be at least 18 years old or get your parents' permission. Wouldn't you be surprised if a child was at the supermarket paying for a large cart full of groceries without his parents anywhere to be seen? That's how it is online: For online purchases, the parents are the ones who should click between the Internet shopping cart and the checkout. This way you can avoid unpleasant surprises.



1.

### Search

The Internet is like a giant shopping mall, where you can easily lose track of everything on offer. But a search machine or searching directly in an online shop allows you to find the article you desire, anytime day or night.



2.

### Shopping cart

Just like at the supermarket, you put the things you want to buy into a shopping cart. Usually, there's a shopping cart symbol to click on.



4.

### Shipping

Items nowadays get shipped very quickly. If a piece is missing once the item gets to you, or if it's broken or doesn't fit, the item can be sent back or exchanged for something else.



3.

### Checkout

Once you have everything, you "proceed to checkout." But how to pay? Of course you can't pay online with cash. There are many ways to use digital money to make online purchases, but you need to be 18 years old or have permission from your parents to use these payment methods.



WE'VE DONE!

# TIPS TO BE TOUGH THE RIGHT MEASURE

Almost every day there are new and exciting apps for smartphones. Not to mention cool games. And the heroes of the latest cinema hits are on keychains, t-shirts and tote bags. You just have to get what's cool and trendy. Don't you? No really, do you really need all that?



## 2. SAVE

The new game everybody is talking about must be really great. But, it's also quite expensive. Get the free trial first. Maybe you don't like the game that much after all and you can save some money.



## 3. SELL

Old toys, consoles or DVDs – many things that you don't need anymore might still work fine. You could organize a flea market or just a toy exchange for old versus new. But make sure you ask your parents first!

## 1. DECLUTTER

You just downloaded the newest app on your phone, but you can't find it anywhere? Maybe you have too many apps. Simply clean up and remove apps that you no longer use.





## 5. REPAIR

A crack in your smartphone display? Controller broken? That's no reason to throw them away! Many cities are home to repair cafes where you can get help repairing broken electronics. This helps to avoid unnecessary waste.



## IN A NUTSHELL: UPCYCLING

Upcycling means to make something new out of old things instead of throwing them away. You can sew clothes that do not fit anymore into cute bags, for example.

\* Find out more tough tips on the SCROLLER website:  
[www.scroller.de/en/](http://www.scroller.de/en/)

## 4. PROTECT

Plastic shopping bags are rubbish and harmful to nature. Suggest to your family that each one of you should carry around your own cotton tote bag. These can be washed and used again, and that protects the environment.





THOUGHT  
FIRST!

# ROSA'S WORLD OF DIGITAL MEDIA



Rosa, 8 years old,  
pupil from Berlin

**Rosa is blind. She always has been. Still, she can explore the digital world with just as much curiosity as anybody. That's thanks to her mobile. She's had it for one year already. How does she use it? She explained to SCROLLER, even how she watches movies!**

**ROSA**



I've had my phone for a year now. My favorite things to do with it are listening to audio-plays and music, but also writing messages and of course calling people. It's easy: I say, "Send a message to Grandma." The phone asks, "What do you want to say?" and that's it! I like to look things up online, stuff I'm interested in. For example: How tall is the tallest man in the world? I ask and the language assistant replies.

**ROSA**



I like computer games, too, but not as much as my doll house. There is one game that I really like to play. You have to shoot at a target. The game makes sounds while I'm aiming, so I hear when the arrow moves from left to right. When I think the arrow is in the middle, I let it fly!

**ROSA**



I don't watch movies that often. Actually only when my best friend really, really wants to, or when a really good movie is playing at the cinema. I use an app on my phone. It lets me know what's happening in the movie. It's called audio-description. I think audio-plays are better than movies. They are made for listening and I think that's more exciting. You think up your own pictures for audio-plays.



**Mobile**



**Games**

## ACCESSIBILITY

**Accessibility means when transportation, buildings and apartments, but also technical devices and digital media are made accessible and usable for people with disabilities. It's important that everybody can take part in the same way and in the way they want to, on their own!**





**Anke Nicolai**

**Managing director  
of “Video to Voice”**



**On the Internet and in social media, video formats play an ever more important part. That’s why Anke Nicolai came up with the company “Video to Voice” to make audio versions of films for blind and visually impaired people.**

**Anke**

Of course visually impaired people also use smartphones. They can use software, like Screen-Reader, to have digital texts read aloud to them. But there is still a lack of good apps. In order for everyone to be able to use the Internet, a lot still has to be done in terms of accessibility.



**Anke**

There are gamers who can’t see, too! But the choice of games they can play is still not very big. Most computer games center on imagery and are designed for sighted people. For the blind, however, there are games that are controlled with acoustic signals.



**Anke**

Audio-description helps visually impaired people to enjoy movies. The images of a movie are described as quickly and precisely as possible. The most important things about what’s going on in the movie are explained, like where a scene happens and who is in it. The viewers can then listen to this description via an app or on the second audio track.

**Movies**



CHECK OUT OUR WEBSITE:

WWW.SCROLLER.DE/EN/



## TEST YOURSELF!

How good are you at dealing with media? Do you think you know it all? Try our Media Competency Test.

## TIPS TO BE TOUGH

With our tough tips, you'll be off to a good start in the digital world. Discover the tips.

## OUT AND ABOUT

Our kid reporters are out and about, asking many important questions; and they're getting exciting answers. Have a look!

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**Responsible:** Barbara Costanzo,  
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Marchlewskistr. 27, 10243 Berlin, [www.helliwood.de](http://www.helliwood.de)

**Editors:** Annette Reuter (Deutsche Telekom AG), Martin Daßinnies, Katja Liebigt, Anja Monz, Natascha Riebel, Nancy Taschies, Steffi Weinert (Helliwood media & education), INFOTEXT Berlin

**Graphics and typesetting:** Marc Doerfert, Christiane Herold

**Scientific advice:** KLEE – KREATIV LERNEN,  
ERFOLG ERLEBEN, Dr. Knopf and Dr. Ladel partnership, Saarbrücken

**Project office contact:** Helliwood media & education,  
E-Mail: [contact@teachtoday.de](mailto:contact@teachtoday.de)

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