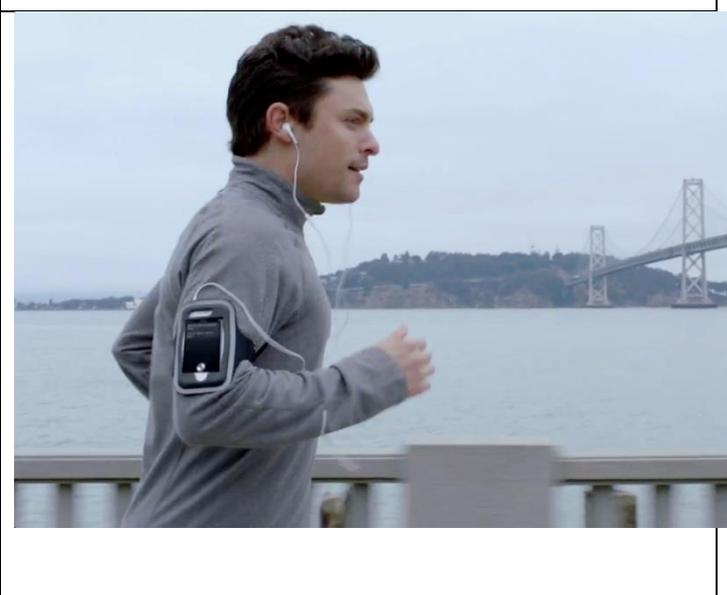




Now look at the following iPhone commercials.



<http://www.youtube.com/watch?v=v76f6KPSJ2w>

<http://www.youtube.com/watch?v=8X-2g7VqMdo>

<http://www.youtube.com/watch?v=ztmidCnHWk4>

3. Have you ever changed your mobile phone?

- Yes \_\_\_\_\_
- No \_\_\_\_\_

4. If you have, why did you change?

- The phone was broken, malfunctioning \_\_\_\_\_
- It was old fashioned \_\_\_\_\_
- It was not "design", esthetic \_\_\_\_\_
- It wasn't practical (lack of a function: games, video, photo, internet...) \_\_\_\_\_
- Other reason: \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

Look at these Iphone commercials:



• If the phone was broken, what did you do with it?

- You recycled it \_\_\_\_\_
- Nothing \_\_\_\_\_
- You threw it away in the trash can \_\_\_\_\_

- If it was still working, what did you with it?

Nothing \_\_\_\_\_

You gave it to someone who needed it \_\_\_\_\_

You recycled it \_\_\_\_\_

You exchanged it for the new one \_\_\_\_\_

5. How often do you change your mobile phone?

When it's broken \_\_\_\_\_

Every 5 years \_\_\_\_\_

Every 2 years \_\_\_\_\_

Once a year \_\_\_\_\_

More than once a year \_\_\_\_\_

You've never changed your mobile phone \_\_\_\_\_

<http://www.eco-cell.com/resources/articles/why-is-it-important-to-recycle-old-cell-phones/> (video)

<http://www.benefits-of-recycling.com/recyclingcellphones/> (benefits)

<http://www.wikihow.com/Recycle-a-Cell-Phone>

<http://www.nytimes.com/2013/05/05/opinion/sunday/where-do-old-cellphones-go-to-die.html>

<http://www.youtube.com/watch?v=oZwPIXe17v4> (video DRC)

According to what we have seen, how would you define CONSUMERISM?

<http://www.thefreedictionary.com/consumerism>

<http://en.wikipedia.org/wiki/Consumerism>

6. Do you turn it off at night?

No

- If not, why don't you?

It's your alarm clock

You never turn it off

7. Do you unplug the recharging battery when you're not using it?

Yes

No

8. Do you know how much energy you spend every hour if you keep the recharging battery plugged after charging your phone up?

Nothing

1 to 2 W/hour

2 to 3 W/hour

**i** Let's say you charge your phone up every day at night from 10.00 PM to 06.00

AM, calculate how much power is wasted:

$16 \times 2 \times 365 = 11.680$  kW per year

Knowing that on average, in France, 1 kW/h = 0.11 cents €:

$11.680 \times 0.11 = 1.28$  €, for nothing...

Moreover, your device will last less longer for it has not been designed to stay plugged forever!!!!



This plug is called a wattmeter or power meter. It is used to measure the power used by the different electric devices.

10. What could consumers do to change our consuming behaviors?

<http://www.youtube.com/watch?v=tnCEfMqvHzE> (video come clean)

<http://www.recyclemycell.ca/>

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