



# World of School

[www.pelikan.com/kids](http://www.pelikan.com/kids)



Edition  
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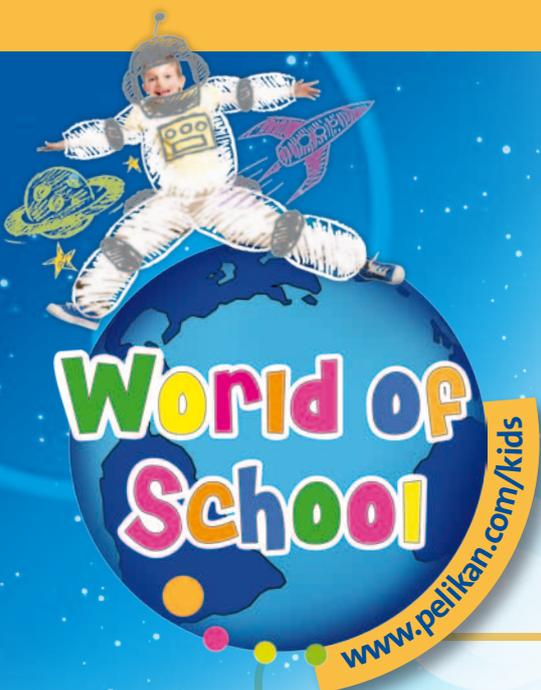
Material  
for students  
8 years and  
older

The past,  
the present and the  
future of work life  
and dream jobs

for  
students  
only

## Discover your future

- Timetravel of Mankind: Contemporary demands
- You and Me: Exploring products
- My Interests: The world of tomorrow



# Discover your future

Each school day is a small step  
to your dream job

Dear student,

*You have probably already thought about what you want to be one day: Maybe a football player, a policeman, or a doctor? A pilot, a mechanic, or a teacher?*

*Whatever occupation you choose,, Pelikan would like to assist you in finding your dream job.*

*In learning how jobs have developed,, you will gain a better understanding of your own interests and skills, and you will realize the impact machines can have on mankind. Also, by exploring workplaces, we will help you find out, what jobs might interest you.*

*Your talents can already help you now in finding a job later on. For example, you should be interested in technical processes, if you want to fix cars one day; or you should keep in shape, if you want to become a football player. But apart from defining your talents, there are many other interesting ways to find your dream job.*

*We wish you a lot of fun and success on your journey of finding your very own dream job!*

Your Pelikan-Team



# General Overview

	<i>Informative text</i>		<i>Do crafts</i>
	<i>Do this exercise</i>		<i>I like it</i>
	<i>Line to write on</i>		<i>I don't like it</i>
	<i>Talk about a topic – Exchange ideas</i>		<b>Results</b> <i>Present the results to your class/group</i>
	<i>Think about a topic – Reflect</i>		

## Time Travel of Mankind

*Topics you will find here:*

- Globalisation
- Moore's Law
- Outsourcing work
- Creating text messages



Time Travel of Mankind

## My Interests

*Topics you will find here:*

- Methods
- Research paper I
- Research paper II



You and Me

## You and Me

*Topics you will find here:*

- The world of tomorrow
- Strong and weak points
- Observation sheet
- Analysis



My Interests

# Time travel of Mankind

## Time Travel of Mankind

### Globalisation



Already long before the internet, people worked at different locations and traded goods. The goods traffic known by the term "Globalisation" was already performed by the Egyptians over more than 3000 years ago, who used trade routes reaching over many thousand kilometers. From ancient times up to the Middle Ages, the Silk Road was used to transport goods from Asia to Europe and back.

So, global trade and the exchange of information attached to it are not new, however, the methods of the past are a lot different from the possibilities we have today. Not only that goods are transported a lot faster, it is especially the use of computers and the data transmitted by them that have changed the world so immeasurably that people have come to speak of a digital revolution. So, the digital revolution defines the beginning of the computer age. Salesmen and customers alike no longer have to meet in person, and money can now be transferred across entire continents within only a few seconds. Also, some new professions have emerged, such as the programmer and the web designer, others have further developed.

These thoughts might help you:

The places at which goods are sold and bought have changed.

The technological possibilities have changed.



The introduction of the computer and the beginning of the internet are also known as \_\_\_\_\_.

What were the big changes that have come to the people? Describe:

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Can you come up with any new professions? \_\_\_\_\_

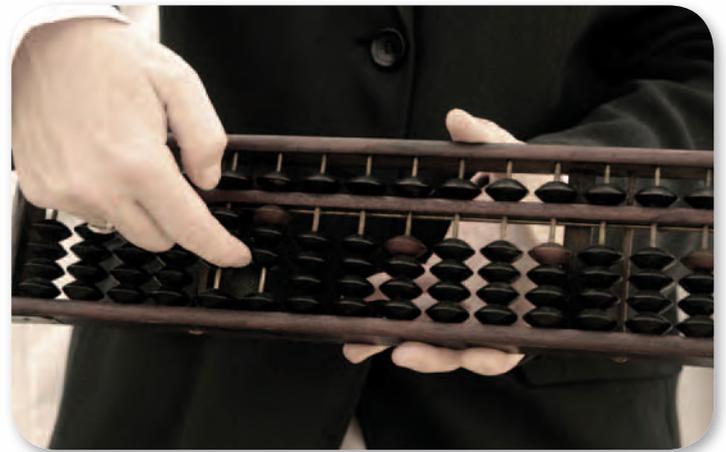
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## Time Travel of Mankind

### Moore's Law



With the development of the computer, many dreams of mankind have come true. Up to that point of time a number of calculating aids had been developed that have been further advanced over the past 2000 years. At the beginning, people only counted with their fingers. Later, the numbers were abstracted and first fingers were made. Around 1000 B.C.E., the abacus developed from the Chinese method of counting with rocks. Today, this kind of counting frame, holding sliding pearls on thin bars is still used in Russia and other areas. In the 16th century C.E., by introducing text books for mathematics, the mathematician Adam Ries (later Riese) made way for the decimal system, which remains valid to the present day. In the 17th century Blaise Pascal built a first calculator, which had been improved by Gottfried Wilhelm Leibnitz within the same century.



In the 19th century, machine technology was revolutionised by the introduction of punchcards, which in turn were replaced by micro chips in the past century.

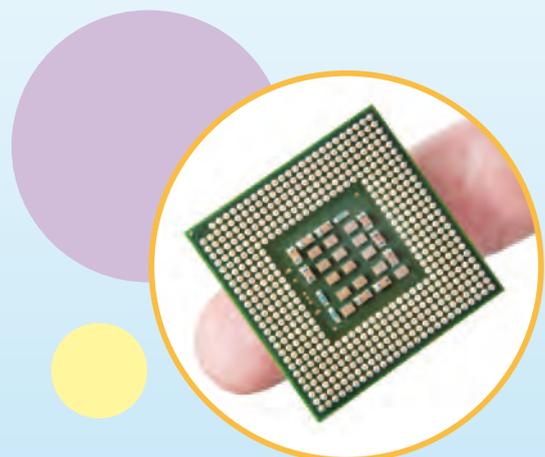
Ever since, the performance of computers and other technological devices have doubled every two years on average, meaning that the work of a high tech computer only a couple of years old, can now be performed by a mobile phone. This doubling of performance is known as "Moore's Law" (named after its creator Gordon Moore). Strictly spoken, Moore's Law can only be used as a rule of thumb that is based on very detailed observations. It is not a law of nature that can be calculated based on mathematical or physical formulas.

#### Work it out:



The numbers 0, 1, 2, 3, 4, 5, 6, 7, 8, and 9 are the foundation of our decimal system. Already over 2000 years ago, the people have been using the same numbers - can you find out how?

Answer: The people 2000 years ago used their fingers  
rechneten to count.



## Time Travel of Mankind

### Outsourcing work



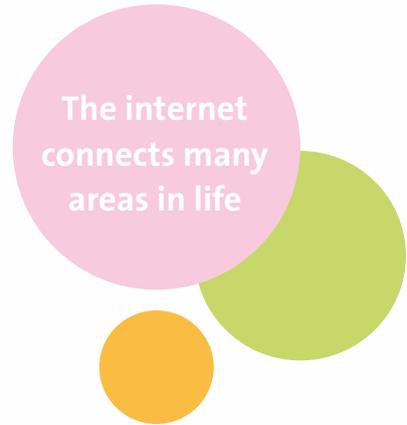
With the beginning of the new millennium, the exchange of information via computer, mobile phones and the internet has become more and more important. The World Wide Web, as the internet is also called, makes work easier in many different professions. People in Europe can work during the daytime and in the evening, they can then send a message to colleagues on the other side of the globe. When their day begins, they can then take over the work of their colleagues in Europe and when their work day ends, they simply have to send the data back to Europe.

In many branches, this work method leads to an outsourcing of work. People no longer have to actually be personally present at the company they work for. Orders can be taken by call centers that may be located far off from where the actual supplier of the product is situated. Such a call center can even be working for several different companies at the same time. Also, many people can now even work from at home. Home-Office makes a trip to work unnecessary and they simply have to send the data back to Europe. This way, office expenses can be reduced.



# Time Travel of Mankind

## Outsourcing work



Meanwhile, the internet is not only a useful platform for the exchange of messages and as a work tool. We also use it for leisure activities. Here, we buy and sell things, collect information on new products and make reservations for the upcoming holiday season. The internet has brought fundamental changes to work life - and to our private lives as well. We are now able to interlink different fields even better than before, for example, just think how easy it has become to spend time on leisure activities (games or text messages) on our way to work or the ability to work while being on the road (e. g. answer emails).



### Think Together



The internet connects people all over the world. This brings up many advantages, but can you think of any disadvantages?

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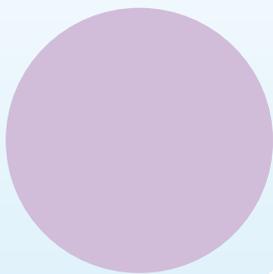


## Exploring Products



Everyone has different shopping habits and chooses certain products over others. Whether or not a product is bought depends on many different factors.

One time, the design might be the decisive factor, another time its functioning might be more important and on another occasion, it might depend on how much it costs. For this reason, it is important for the manufacturer to know exactly what it is the customer expects from each product in single. Market researchers are people who focus on these subjects and carry out customer surveys with randomly chosen customers. They are interested in the shape, color and handling of the product, the accessories, the price and many other aspects of the product in question. Not only new products are tested, but products that are already on the market, too. In this case, the researchers ask for opinions on improvements, new functions, a different design or about the packaging of the product.



### Exercise



Create a test of your own and find out how a product of your choice is evaluated by others. For this purpose, we will introduce you to a range of methods that can help you with your test. Write down your questions and start by looking for a person to interview.

**Good Luck!**



## Methods



Before you begin with your test, think about what you would like to observe and then choose the appropriate method to use. Try to come up with some questions and exercises for your test person to answer or do. On the following pages, you can see what such a research paper can look like.

Observe  
question and  
experiment

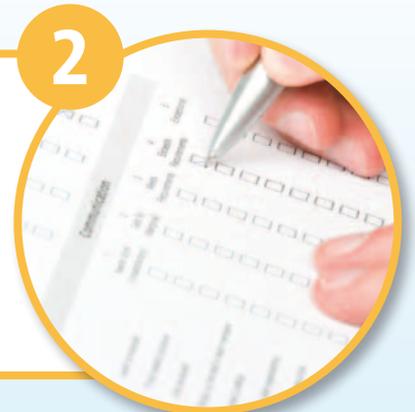
### Observations

The handling of an object or a product can be tested by observing it. In the case, the researchers are interested in observing how the tested product is handled, what it is needed for or if there are any changes that need to be made on it.



### Interview

The interviewees opinion and attitude towards the product can be monitored by using a questionnaire. The interviewee is asked how much he/she likes the product and what he/she likes or does not like about the product. Conclusions can then be drawn from the interviewees explanations about how the product should be changed.



### Experiment

If it is the quality that you are observing, you can make use of experiments. Hereby, different characteristics are tested, such as the taste, size, color or the functions of a product. This method will help you to find out if ingredients are missing, how the product feels or if the color or shape of it need to be changed.





You are a researcher and are carrying out your own market research e. g. to test school products. The test can include writing instruments, pens or any other accessories. The presented methods "observations", "interview" and "experiment" can help you to carry out your research!



## Research Paper I

### Observation

#### RESEARCHER

Ask a test person to test the following product:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

You observe how the test person treats the school product. Take notes:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Interview (As a researcher, you ask your test person on his/her opinion. Take notes:)

#### TEST PERSON

What I like a lot about it is that \_\_\_\_\_

, because \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What I don't like so much is that \_\_\_\_\_

, because \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Experiment

#### TEST PERSON

Your test person is supposed to experiment with the product and find out how well it works. Mark with a cross:



Very good



Okay



Bad



## Research Paper II



If your test person has chosen the answer 😞, then it is your job as a researcher to ask the following questions:

**How should the product change?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**My summary as a researcher:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Additional exercise



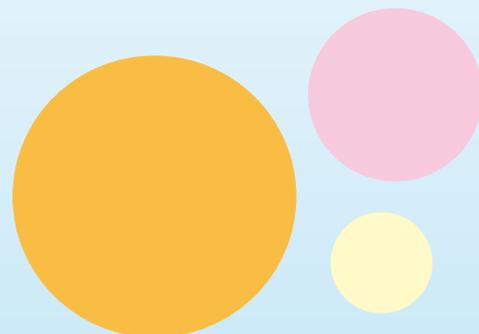
Interview another person and note your results.

### Presentation

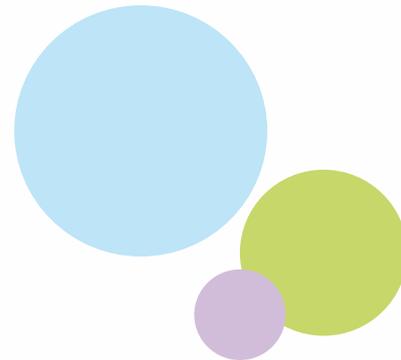
Finally, compare your results among each other.



**Result**



# My Interests



## The World of Tomorrow



Every job requires its own special skills. Preciseness, for example, is very important for engineers and timeliness is important for bus drivers. Sales people should be patient, police officers well exercised. Many different professions depend on how people interact among each other. This is what we call social skills and it means how we get along with others. Apart from reading, writing and counting, there are other skills that are important, too. For example, the way you treat your fellow students is also very important as well as the readiness to come through for others.



Think together about other behaviors that are appropriate in other situations. Here are some examples:

- Somebody is hurt
- A fellow student is crying
- Your friend does not understand how to do his/her homework.



**A class celebration is coming soon. How can preferably everyone participate in making preparations for it?**

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**Think of ways so that everyone feels comfortable at the party.**




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**Which kind of behavior would disturb the party preparations and the party?**

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## Strong and Weak Points



What might be important to you in the future is only vaguely perceptible today. For this reason, you should be aware of your skills, so you can master future challenges even better. This way, you will be able to make use of your strengths and train your weak points. Then your special skills can help you to discover your interests in the world of tomorrow.

**Tip:**

Talk about your skills and explain which ones are the most interesting to you. Work in pairs.



Think about what your strong points are and also list the weak points you can come up with.

My STRONG POINTS	My WEAK POINTS



My strong/weak points are:

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## Observation Sheet

After having found out which skills can be important for school now and later on in your work life, observe one strong point for one week.

### Observation sheet of my strong and weak points:

#### MONDAY

This, I have done well:

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This, I still have to practice:

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#### TUESDAY

This, I have done well:

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This, I still have to practice:

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#### WEDNESDAY

This, I have done well:

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This, I still have to practice:

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#### THURSDAY

This, I have done well:

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This, I still have to practice:

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#### FRIDAY

This, I have done well:

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This, I still have to practice:

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# Analysis



## Presentation in team work



**Result**

Talk about it.

- How was it for you to observe yourself?
- Can others confirm your observations?
- Which other strong points would you like to observe?

**My strong points:**



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**I did this well in the past week:**

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**I should practice this more:**

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