



Indiana 4-H Consumer Decision Making CDE

What is Consumer Decision Making?

Consumer Decision Making is an educational opportunity for 4-H members to make decisions as an individual and as a team member. Youth will learn to make decisions based on consumer purchasing information they have learned and studied during this process. During the process of evaluation, youth will also learn to defend their decisions through giving oral reasons. Success depends upon how well they process and evaluate what they have observed.

Who is eligible to compete in this CDE?

This event is open to 4-H youth of the senior level (grades 9-12). Teams are comprised of three to four youth per team. Individuals can also compete if a team cannot be formed. Middle school youth can also participate, but know the content is for a senior level.

Who can be a coach?

An Indiana 4-H Approved Volunteer or a County 4-H Extension Educator.

What makes up a Contest?

The state contest will comprise of two components:

- **Class Placings:** Classes are put together to give youth the opportunity to test the knowledge they gained from the study guides and additional resources. A class contains a situation statement and four class items to be evaluated youth and placed based on rank they feel is correct. Items should be ranked in order from best to worst choice.
- **Oral Reasons:** After youth have decided on placings, they must prepare reasons. Reasons are presented to compare the differences and explain the order in which they placed the classes.

2025 Indiana 4-H Consumer Decision Making Contest

- When: Saturday, February 15, 2025; Registration 9:00-9:30 AM EST, contest starts at 9:30
- Where: Purdue University, exact location TBD
- Classes: Backpacks, Sunglasses, Fast Food, Subscription Shopping
 - Youth should be using the study guides on our website to prepare for these classes <https://purdue.ag/4hconsumerdecision>
- Oral Reasons: two of the four classes listed above will be reasons classes and announced the day of the contest
- Registration: \$15 per contestant.
 - Fill out the registration form by 1/31/25 <https://cdm2025.4honline.com>

Rules/Guidelines for the State Indiana 4-H Consumer Decision Making Contest

- During the contest, there will be no talking and no use for electronic devices (cellphones, smartwatches, etc.). While youth are a part of the team, this contest is completed individually and scores combined to make a team score.
- Pre-prepared notes or resources **cannot** used during the contest. Youth should have clean notebook paper, a no. 2 pencil and clipboard. They will be given the scenario and the class to evaluate.
- Time:
 - Classes: 12 minutes per class
 - Reasons: once everyone is seated, youth will get 20 minutes to study for their first set. After they complete their first set they should begin studying their next set. Once everyone is finished with their first set, they will get 5 minutes to further prepare and the next set will begin.
- Scoring:
 - Classes: 50 points each
 - Reasons: 50 points each
 - Notes are discouraged during reasons. Youth should be memorizing their reasons to recite.
 - Total Potential Score: 300 points
 - Team scores will be calculated by taking the top highest three scores and dropping the fourth lowest score.
 - Tie breakers:
 - 1. Overall Reasons Score
 - 2. Overall Placing Score
 - 3. Score of hardest/toughest class of the day deemed by contest officials.
 - Based on cuts of class
 - Youth will use a scantron to fill out their answers. See example below.
 - each team will be given a team number that will be bubbled in the section labeled CHAPTER, COUNTY, OR CLUB NUMBER on the scantron
 - each contestant will be given a contestant number that will be bubbled in the section labeled CONTESTANT NO.

Visit our website to learn more and find resources: <https://purdue.ag/4hconsumerdecision>

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