RESEARCH ACTIVITY

Enter “cash advance,” “title pawning,” or “tote the note” into an online search engine. Use the guided research sheet to record information and answer questions related to these services.

Website _____________________________
Name of Company ________________________________

1. What pictures and information are used on the home page, and what ideas do they convey?

2. How does this service work?

3. What other images are used within this site, and how does that relate with what they are selling?

4. What are some of the promises or guarantees that the company makes? How does it attempt to position itself as a service provider? Give at least five observations below.
5. What are the exact terms of use for this service? Think about fees, payback time, interest rate, and so on.

6. Research the company with the Better Business Bureau (www.bbb.org) to find out if there is additional information about this company.

7. How difficult was it to discover the exact terms of the service? Why aren’t those terms listed prominently, where a person can see them clearly and easily?

8. Look at some of the FAQ (Frequently Asked Questions). Which questions or answers surprised you the most? Why?

9. Go back to the guarantees or promises in question 4. Considering everything you’ve learned about this business and explain how this business keeps borrowers in a cycle of debt.

10. Analyze the information and assess why some critical components (terms, fees, interest rates) are not listed. Write a paragraph or more rebutting Myth 3, using the facts gathered.