

Unit 10 - Self-Checkout – Ethics & Entertainment.

Watch both clips and answer the following. Use complete sentences where appropriate.

1. In the news segment, what shocking statistic is shared about theft at self-checkouts compared to staffed lanes?
2. According to experts, why are self-checkouts more prone to theft?
3. What impact does self-checkout theft have on everyday consumers?
4. List **two measures** retailers have introduced to reduce self-checkout theft.
5. Describe one humorous or absurd moment from the Griff Rhys Jones sketch related to self-checkout.
6. How does the sketch exaggerate real customer frustrations with self-service machines?
7. Why might comedy be an effective tool for critiquing the self-checkout experience?

8. Compare and contrast the serious themes of the news clip with the comedic treatment in the sketch. Provide **one similarity and one difference**.

9. In **2–3 sentences**, evaluate this statement:

"Self-checkout technology is a double-edged sword – convenient but problematic."

10. What combination of future improvements (from either video) would you recommend to balance convenience, fairness, and consumer experience?