**GUNS WITH HISTORY KEYS**

1. Read the information on the screen.

- What do most people buy a gun for ?

**Most people buy a gun in order to feel safer/ to protect themselves and their families against criminals/ to use it as a deterrent/ …**

- What are the risks of having a gun at home?

**Having a gun at home is dangerous. Gun owners are more likely to kill or get killed.**

- What are the campaigners’ goals?

**The campaigners want first-time gun buyers (people who have never bought a gun before) to think twice before doing it. This is an awareness campaign to sensitize people about the dangers of guns.**

2. Focus on the experiment.

- What did the campaigners do?

**They built a fake gun shop in NYC.**

- What technical device is used? Why?

**Cameras were hidden to capture the buyers’ reactions.**

- What is special about the objects sold there?

**The guns all have history. Each has a tag which reads the history of the gun, where, when, how, by whom it was used and who the victims were.**

- What sort of customers are there? What reasons for buying a gun do they give?

**There are people from all walks of life, all ages, men, women, …**

**They all want to buy a gun for safety, for protection.**

- What are the customers’ reactions when they hear the stories?

**They are appalled (=horrified); surprised; shocked; sad.**

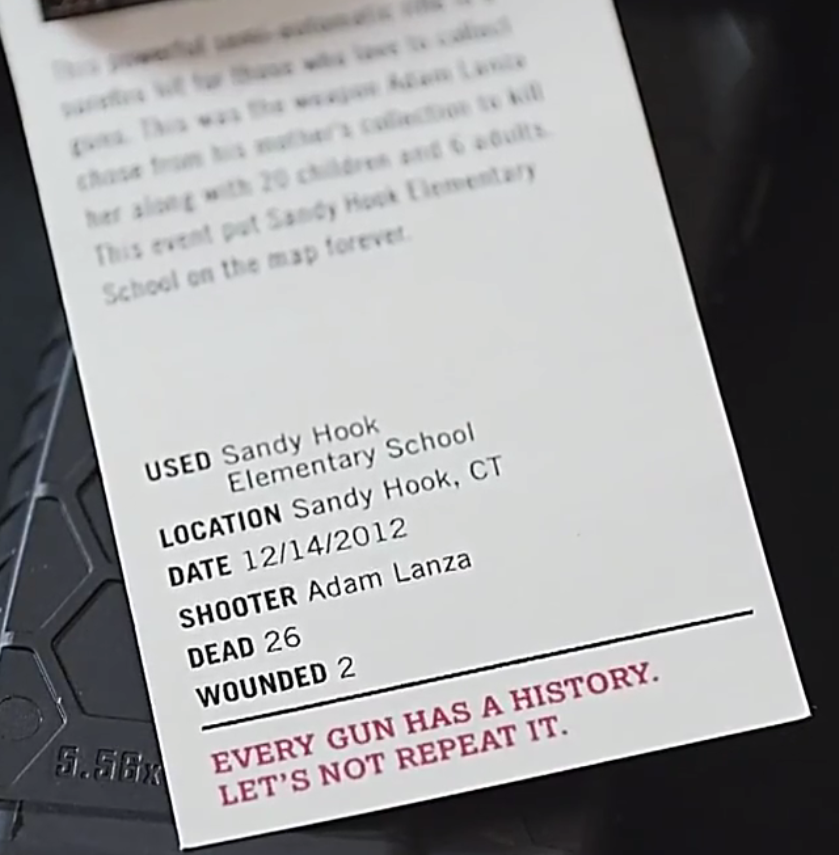
**They change their minds. They don’t want to buy a gun any more.**

Information on the screen:

**Over 60% of Americans think owing a gun will make their lives safer.**

**In fact, owing a gun increases the risk of homicide, suicide and unintentional death.**

**To make first-time gun buyers think twice, we did the unthinkable. We opened a gun shop in NYC.**



People’s reactions after the experiment:

“I was pretty blind sided (pris de court, pris par surprise) just the entire history of every gun in the store.”

“Well maybe I should think I’m not gonna buy a gun.”

“This made me think twice and I’m not gonna buy one.”

“It is one of our rights, but my opinion’s definitely changed, I don’t feel safe with a gun.”

“I don’t wanna be the Walmart case.”

the Walmart case: Veronica Rutledge, 29, was shot in the head and died instantly after her two-year-old son reached into her purse and got a hold of a 9mm Smith & Wesson handgun during a shopping trip. She had a legal permit to carry a concealed weapon (in a purse).