FABER-CASTELL
since 1761

Primary

Are you the next TOP STUDENT?

SCORE A
FABER-CASTELL

Join the Score A Student Olympiad 2026

and stand a chance to win prizes worth up to

RM35,000

Category A	Category B	Category C
Standard 1 - 6 / Year 1 - 6 (Primary)	Form 1 - 3 / Year 7 - 9 (Lower Secondary)	Form 4 - 5 / Year 10 - 11 (Upper Secondary)

This Program is supported by **Ministry of Education**

For more details, visit: https://scoreawithfc.my/

Why Join?

E-Certificate

with **PAJSK** Marks*

**PAJSK marks are awarded for completion of Mission 1.*

Exciting Prizes To Be Won

- ★ Cash prizes
- ★ Product hampers
- ★ Customised trophies
- ★ Exclusive field trip**

***Field trip is subject to selection criteria and availability.*

Learn Smarter

Turn long and complex information into clear, **visual one-page notes**. Use **colour-coding techniques** to strengthen memory and recall.

Think Sharper

Learn to **think outside the box**, **analyse problems** creatively, and **express your ideas** clearly and convincingly.

Speak Confidently

Deliver **impactful presentations** and capture your audience's attention.

How to Join

Step 1

Understand & Create

Read the Mission 1 article and create your Creative Note using creative learning techniques

Article available in:
English / Bahasa Melayu / Chinese

Scan here to download:

https://tinyurl.com/scorea2026-mission

Step 2

Submit Your Creative Note
by 19 July 2026

Choose ONE submission method

1. **Individual Submission**

Scan here

https://tinyurl.com/scorea2026-submission

2. Submit to your **Teacher-In-Charge**

Scan here

Only for **Teacher**
https://tinyurl.com/scorea2026-submission-bulk

Step 3

Answer the Quiz
by 19 July 2026

Answer the online quiz based on the Mission 1 article

Only the first attempt will be counted

Scan here to access quiz:

https://tinyurl.com/scorea2026-quiz

Primary Category (A)

Behind Your Screen: Money, Apps & Online Choices

Today, many of our daily activities happen through screens. We buy things online, pay using e-wallets, and order items with just a few taps. It may feel simple and easy. However, behind every click and payment, invisible digital systems are working quietly. These systems do not just move money. They also shape what we see and influence how we decide.

When you open an online shopping app, a platform system controls what appears on your screen. This system includes several tools such as the layout of the app, the search function, ranking tools, and a recommendation engine. Together, these tools determine how the app is arranged, where buttons are placed, and which products appear first. Items shown at the top are more likely to be noticed. As a result, the system can guide your attention and influence what you think is popular or worth buying.

As you browse, tracking technologies record your actions. These include small tools called cookies and tracking pixels, which collect information about what you do on the app or website. They record what you search for, what you click on, how long you look at something, and what you buy. Even small actions, such as returning to the same product multiple times, become data. Over time, this information helps digital platforms learn about your interests.

The collected data is analysed by algorithms. An algorithm is a set of instructions that tells a computer how to study data and make predictions. Algorithms do not understand feelings or reasons. Instead, they look for patterns in the data collected by tracking technologies. For example, if you search for a "Faber-Castell yellow highlighter" for school and click on a few similar items, the platform records your actions. Later, when you open the shopping app again, you may notice more highlighters appearing on your homepage, often with labels like "Recommended for You."

Even when you use other apps or websites, such as YouTube, Google, or games, you may start to see advertisements for stationery, pens, or school supplies. This happens because invisible digital systems share and use data to predict what you might be interested in. The algorithm studies your searches, clicks, and viewing behaviour, and then shows you related products across different platforms. The system is not reading your mind. It is using data and patterns from your actions to make predictions. This is how invisible systems help decide what appears on your screen.

Another system is called the ranking and promotion system. This system decides which products appear first in the search results. Some items are placed at the top because they are popular, sponsored, or more profitable. Other items are placed lower. This means what you see is not always random. It is carefully arranged by the system.

When you decide to buy something, a payment system works behind the screen. This system connects the shopping app to banks or e-wallets to transfer money safely. In Malaysia, systems like DuitNow QR allow payments to happen very quickly with features like saved payment details and one-click checkout that reduce waiting time. Because payments are fast and easy, it may feel simple to buy without thinking for too long.

Artificial intelligence, or AI, also plays an important role in what you see online. Voice search and smart assistants use AI to understand spoken words. These systems only activate when you say a wake word (like "Hey Google" or "Siri") or press a button. When you speak, your voice is changed into text and added to your data profile. The AI system then looks at patterns in both your typed and spoken searches and builds a profile based on your interests. Over time, what you say can affect what advertisements or suggestions appear.

Understanding how these invisible systems work helps users become more aware of how their online experiences are shaped. As explained earlier, tracking technologies collect data about what people search for, click on, and buy, while algorithms and AI analyse these patterns to decide which products, advertisements, and recommendations appear on the screen. When users recognise that these suggestions and search results are influenced by data rather than appearing randomly, they can think more carefully about the choices they make online. By combining this awareness with responsible habits, people can enjoy the convenience of digital technology while making smarter and safer decisions.

Critical Thinking Question (CTQ):

You are in charge of the Faber-Castell online shop.

Online shops use hidden systems to make people buy faster.
How would you design the shop to help students make the right choice when shopping online?

Write:
- one feature,
- one rule, and
- one reminder you will include.

Instruction:

Add your answer to your creative note. You can draw it in a mind map, a box, or any clear layout. Show one feature, one rule, and one reminder.