

## Session Plan: How does the insurance industry adapt to meet the needs of society?

### Logistics of the session

<b>Title of session</b>	How does the insurance industry adapt to meet the needs of society?
<b>Session objective</b>	To understand how the insurance industry adapts to meet the needs of society.
<b>Success criteria</b>	<ol style="list-style-type: none"> <li>1. Identify the need for insurance in a developed society.</li> <li>2. Describe how the insurance industry meets the needs of people today.</li> <li>3. Explain ways the insurance industry could adapt for the future.</li> </ol>
<b>Resources</b>	<ul style="list-style-type: none"> <li>• PowerPoint: Sociology – Adaptation of Insurance Industry</li> <li>• PDF: Sociology – Adaptation of Insurance Industry (Print 1 copy per student)</li> <li>• Additional: Whiteboards and pens</li> </ul>

### Plan of activities

Activity	Description of activity	Time
Starter Keyword Crossword	Students are given the descriptions of 4 keywords and the start of a crossword. They need to work out what the 4 missing words in the crossword are. Go through the answers with the class: 1. Individualisation; 2. Globalisation; 3. Digitisation; 4. Neoliberalism.	5 mins
Success criteria #1 Purpose of insurance	<ol style="list-style-type: none"> <li>1. For this activity, students can either provide their best estimate in their books or by writing on whiteboards. There will be three questions in this 'Best estimate' activity.</li> <li>2. In pairs, students will need to discuss and make notes about three different questions. You will then go through each of the three questions through the next 3 PPT slides.</li> </ol>	15 mins
Success criteria #2 Meeting the needs of people today	<p>Preparation: Hand out the case study to each of the students. You can choose if they work on this task in pairs or individually.</p> <ol style="list-style-type: none"> <li>1. Students will be asked to read through the car insurance case study to answer the following question: <i>How has the car insurance industry adapted over the last 100 years to meet the needs of customers today?</i></li> <li>2. They are given three questions to help them develop a comprehensive answer to the question. Their answers should be about 2-4 paragraphs long.</li> </ol>	15 mins
Success criteria #3 Adapting for the future	<ol style="list-style-type: none"> <li>1. The first activity for this section will be to complete a 'fill in the gaps' task about the social data revolution. <b>90%</b> of the world's recorded data was produced in the past two years. In an increasingly <b>autonomous</b> world, the amount of data being recorded is growing exponentially. The social data revolution is the shift in human <b>communication</b> patterns towards increased personal information sharing and its related implications.</li> <li>2. Students will be given 3 predictions for the future of the insurance industry. Although the examples provided are directed at car insurance, they can choose to look at any form of insurance.</li> <li>3. They can choose which prediction they would like to focus on to create a poster which outlines how the change would impact a customer and the benefits of that change.</li> </ol>	25 mins
Plenary Scenarios	For the plenary activity, students are provided with 3 scenarios which could arise in the future regarding self-driving cars. They will need to discuss who they believe is responsible in each scenario (the owner, the insurer or the manufacturer) and justify their answers.	5 mins