

Unit 7 Online Shopping

Lead-in

1.

1. i 2. a 3. h 4. j 5. d 6. b 7. g 8. c 9. e 10. f

2.

1. coupon
2. boom
3. trustworthy
4. tablets
5. retail
6. hassle
7. waive
8. scam
9. encrypt
10. add-on

3.

Key: (For reference)

1. He thought he would get his gift by telling his mum and making a wish before going to bed. Then his mum would shake her phone and he would get his gift the next morning sent by a delivery man. In fact, his mother shopped online to buy his gift.
2. Open-ended.
3. Open-ended.

Script:

This is my nephew, Yuanyuan. He's five years old. Super adorable. I asked him the other day, "What would you like for your birthday this year?" He said, um, "I want to have a one-way mirror Spiderman mask." I had actually no idea what he was talking about. So I said, "Wow, it's really cool. But how are you gonna get it?" He told me without a blink of his eyes, "I'm gonna tell my mum and make a wish before I go to bed. My mum will go to shake her mobile phone. The next

morning, the delivery uncle will give it to me when I wake up.” I was about to tease him. But suddenly I realized he was simply telling me the truth, the truth of what shopping looks like for this generation. If you think of it, for a child like Yuanyuan, shopping is a very different idea compared to what my generation had in mind. Shopping is always done at mobile and payment is all virtual. A huge shopping revolution is happening in China right now. Shopping behaviors and also technology platforms have evolved differently than elsewhere in the world. For instance, E-commerce in China is soaring. It’s being growing twice the speed of the United States and a lot of the growth is coming from mobile. Every month, 500 million consumers are buying our mobile phones. And to put that into context, that is a total population of the United States, U.K., Germany combined.

Learning the Skills

Pretest

Key:

1. → (resulted in)
2. > 9,900 (More than 9,900)
3. < a decade (Less than a decade)
4. @ a restaurant (at a restaurant)
5. ↑ by 7% (increased by 7%)
6. ↓ (decrease)
7. ∴ (because of)

Script:

1. The storm sweeping Northern Italy last week resulted in a death toll of 10 people.
2. More than 9,900 students were awarded undergraduate degrees in Michigan in the 2018-2019 school year.
3. Their marriage lasted for less than a decade.
4. Last Monday night we had dinner at a restaurant in Beijing.
5. Japan’s industrial output has increased by 7% in the last two years.
6. There was a substantial decrease in the number of tourists in the pandemic.
7. We’ve been stuck indoors because of the heavy rain.

Practice

1

Key: (For reference)

Steps to Take While Shopping Online

1. Set a budget
2. Determine * (what's the most important thing) to you/what 2 buy (what to buy)
3. Compare products by reading reviews + feedback (reviews and feedback)
 - type the name into a search engine & words: (along with words such as "review," "complaint," "scam"
 - Read online reviews from other buyers / (other buyers or) product experts
 - Look for feedback about how well the product works + quality (and its overall quality)
 - Look for reviews about the reputation + (the reputation and) customer service of an unheard company
4. Compare the price of the product @ ≠ websites (at different websites)
 - Look for online coupon codes. Search the store's name & terms: (with terms like) "coupons," "discounts," or "free shipping"
5. Check out the terms of the deal
6. Decide how 2 pay (how to pay)

Script:

Day by day, more and more people are shopping online. It's convenient and you can bring a world of choices to your computer, phone, or tablet. Are you one of the millions of people looking to buy something online? If you are, there are steps you can take to avoid hassles, get the right product at the right price, and protect your financial information. First, plan ahead by setting a budget. Ask yourself how much do I want to spend? Be sure to include delivery costs in your budget. Second, determine what's most important to you about the item you're thinking about

buying. What are the must-have product features? Are there features that would be nice to have but you can live without? This will help you choose the product that meets your needs. Take a few minutes to compare products. Type the name into a search engine along with words like “review,” “complaint,” or “scam.” Read online reviews from other people who bought the item or from product experts. Look for feedback about how well the product works and its overall quality. If you’ve never heard of the company selling the product, look for reviews about their reputation and customer service. Read a few reviews, so you’re not relying on just one source. Of course, you’ll also want to know the total cost of the product. Check shopping comparison sites to compare the price of the product at different websites. Remember, shipping costs and other add-ons may not be included in these prices. Look for online coupon codes. Search the store’s name with terms like “coupons,” “discounts,” or “free shipping.” Before you decide where to buy, check out the terms of the deal. When will you get your order? The law requires sellers to ship items within 30 days of the sale. If you have to return the item, can you get a refund? Who pays for return shipping? Is there a re-stocking fee? Next, decide how to pay. Paying by credit card gives you some protections that other methods of payment may not. If there is a problem, the law gives you the right to dispute charges and temporarily withhold payment while your dispute is investigated. If someone uses your credit card without your permission, some companies will cap your liability at \$50. Others will waive the charges entirely. Before you enter your credit card or other financial information online, check if the website address starts with HTTPS. The “S” stands for “secure” and means that your information is encrypted before it’s transmitted. Now you should be ready to enjoy whatever you’ve bought online. If you have a problem with that online purchase or charge, try to work it out with the seller first. If you can’t resolve the problem, file a complaint with the Federal Trade Commission, the nation’s consumer protection agency, at [ftc.gov/complaint](https://www.ftc.gov/complaint).

2. Open-ended.

Active Listening

Topic 1

Key:

1. She is shopping online/on eBay.
2. Because she doesn't have to leave the house or browse a dozen stores to find what she's looking for.
3. The website handles a point system where if the seller does something wrong, people comment negatively and then the buyer knows that he or she may not be trustworthy.
4. Using a credit card, a debit card, or the PayPal system.
5. Yes, he will.

Script:

A: What are you doing?

B: I'm just looking for a nice pillow on eBay.

A: You are shopping for a pillow online? That's absurd!

B: Why? I don't have to leave the house or browse a dozen stores to find what I'm looking for. This way, I just search for it online quick and easy.

A: I see, but how do you pay for it? How do you know you aren't going to be ripped off by the seller?

B: Well, the website handles a point system where if the seller does something wrong, people comment negatively and then you know that he or she may not be trustworthy.

A: Wow, that sounds pretty safe. So how do you pay? Do you need a credit card?

B: You can use a credit card or your debit card. They also let you use the PayPal system which is really safe and fast. I have never had any problems with someone hacking my information or anything.

A: Do you think I can find a sweater for my dog online?

B: You can find anything! Are you sure you want to start shopping online though? Once you step into this world, there is no turning back!

A: Let's do it!

Topic 2

1.

Reasons for the Boom of Online Shopping

- A. Convenience
- B. Variety
 - A wide range of products from all over the world
 - More choices than in physical shops
- C. More reasonable price
 - The company saves money on overheads like rent and electricity.
- D. Reassurance
 - A safe, convenient returns policy
 - Hassle-free complaints procedures and policies

2.

1. The first thing sold online was a CD in 1994 for \$12.48.
2. The browsing history and prior purchases of the consumers that are run through algorithms.
3. No. Because these days, the majority of online retailers offer a safe, convenient returns policy, often at no shipping cost to the buyer.
4. They mean that if your item is damaged, incorrect, or even unwanted, the company can be easily notified and action can be taken.

Script:

The first thing sold online was a CD. It's sold in 1994 for \$12.48.

In 1995, Amazon launched its online bookshop, and later that year the online auction site that would become eBay sold its first item.

Fast-forward to the modern day and online shopping is huge business.

In contrast to the recent U.K. announcements that many high-profile retail chains and department stores need to close retail outlets to save money, online shopping is thriving.

In fact, the U.K. Office for National Statistics reported that growth in online sales has continued

“year-on-year” and stands at just under 20% in April 2018.

But why?

Maybe it’s the convenience.

Online shopping allows you to find what you need from the comfort of your own home.

Then there’s the variety.

The discerning shopper is able to select from a wide range of products from all over the world—whereas physical shops suffer from a more limited choice.

Better yet, with more sophisticated search parameters available, consumers are now better able to specify exactly what they want, and in some cases, even modify products to create bespoke items.

Online companies are getting better at targeted advertising too.

Our browsing history and prior purchases are run through algorithms, which generate advertisements that more closely link consumers to the products companies believe we would like to buy.

And since these products are not physically on display in a shop, the company saves money on overheads like rent and electricity.

This allows them to offer their products at a more reasonable price.

Then there’s the reassurance.

These days, the majority of online retailers offer a safe, convenient returns policy, often at no shipping cost to the buyer—just print out the returns label, affix it to the packaging the item was sent in and receive a full refund.

Not only that, but hassle-free complaints procedures and policies mean that if your item is damaged, incorrect, or even unwanted, the company can be easily notified and action can be taken.

Many people still enjoy the experience of buying in a real shop.

The dialog and customer service received from staff and special events that may be taking place in store can be big pulls.

However, the “year-on-year” growth in the online retail sector, as observed by the U.K. Office for National Statistics, seems to imply that online retail is here to stay and will continue to be a major avenue to shopping for many customers.

Topic 3

1.

1-c

2-a

3-b

2.

1. A

2. C

3. C

4. B

5. B

3.

Black Friday sounds kind of scary, and it was. Black Friday first referred to the collapse of the U.S. gold market in 1869. A century later, Philadelphia police used Black Friday to describe chaos and congestion. Retailers hated the term but then tried to reinvent it. It was the day their profits went from red to black—so they said. Black Friday really started catching on in the '80s and '90s pushed by the growth of big box stores. Today, it's all about bargains and Black Friday's dark roots are for the history books.

Script:

REPORTER: Black Friday sounds kind of scary, and it was. Black Friday first referred to the collapse of the U.S. gold market in 1869. A century later, Philadelphia police used Black Friday to describe chaos and congestion. Downtown streets were clogged with hordes of shoppers headed to the big department stores. Retailers hated the term but then tried to reinvent it. It was the day their profits went from red to black—so they said. Black Friday really started catching on in the 80s and 90s pushed by the growth of big box stores. Today, it's all about bargains and Black Friday's dark roots are for the history books.

AZUZ: So, that's one of the events that follows the U.S. Thanksgiving holiday this Thursday. Others include Small Business Saturday and Cyber Monday. Small Business Saturday is when mom and pop shops hope to see their sales increase. Cyber Monday is named for online shopping sales. The bottom line, this weekend is the traditional start of the U.S. holiday shopping season and discounts are all over the place. What's a little controversial are sales on Thanksgiving itself. Some retailers are opened the afternoon of the holiday to encourage people to shop in-stores or online. Some are closed, encouraging their employees and customers to spend time with their families. Though tens of millions of Americans typically do some shopping on Thanksgiving Day, data from the National Retail Federation suggests that number is decreasing each year, and retail itself is changing with sales attracting buyers well before Thanksgiving and an increasing number of Americans shopping online.