

Shopping and Shipping

1 A look at how people shop online

Online shopping is discreet, easy and fast. It's no wonder shoppers are filling up virtual carts instead of visiting brick-and-mortar shops. Shopping online allows us to skip the lines, crowds, travel expenses and the hassle of parking. A recent survey conducted by the market research company Lab42 that found 66% of consumers prefer web retailers. About 73% of survey participants complete nearly half of their shopping online.



a) Study the infographic mentioned below and answer the questions for yourself. Are you of the opinion of the majority of the people asked?



Infographic "A look at how people shop online": <http://blog.lab42.com/shopping-and-shipping-a-look-at-how-people-shop-online>

b) For your blog or personal webpage, write a short text on the survey recommending it to the visitors of your site and commenting on its results. In your text, you should:

- describe your own attitude towards and experiences with online shopping
- comment on aspects of the survey that surprised you, were new to you or that you agree/disagree with
- mention at least one other article or infographic on internet shopping that can be found online

c) With the help of the online survey tool StellarSurvey, create your own survey on internet shopping and ask your classmates to do it.



StellarSurvey – Free online survey/questionnaire tool: <http://www.stellarsurvey.com/>

d) Prepare a short talk on the main results of your survey and either make a short video or podcast about it using one of the tools mentioned below. In your video/podcast, you should:

- summarise the main results of your survey
- relate them to the results of the Lab42 survey
- comment on how you compiled the questions for your survey and on your experiences with creating your own survey



Soundcloud – Create, record and share your sounds for free: <http://soundcloud.com/>



Fotofriend – Record video online free with your webcam: <http://www.fotofriend.com/record-video>

2 Vocabulary: Cybershopping

The novelty of cybershopping has brought about a number of new words that had never been used before.

a) Find out what the following words mean and write a definition for each of them in your own words.

online merchant online bazaar web coupon

internet high street Cyber Monday online gambling

b) For each of the words, find at least one article or webpage where it is used. Copy the example sentence. While searching for texts, pay attention if the respective word seems to be used very often or just a few times.

3 Listening: Tips for safe online holiday shopping

With record-breaking Cyber Monday sales, it's not surprising that another trend is the seasonal growth of online fraud and theft. CNET's Kara Tsuboi provides ways to keep your credit card information safe as you fill your virtual shopping cart.

a) Watch the video below and find out how to be on the safe side when shopping online.



Tips for safe online holiday shopping:

<https://www.cnet.com/videos/tips-for-safe-online-holiday-shopping/>

b) Watch the video again and answer the questions in the grid:

1. What do the people interviewed usually buy online?	books, clothes, shoes, ...
2. Why are people more at risk than ever to become victims of online fraud?	
3. Which tips for safe online shopping are given by the people interviewed?	
4. Which tips are given by the experts?	
5. What is an "https://" connection?	

c) Create a virtual post-it note board for you and your classmates using the free service miro. Share the URL and collaboratively collect tips for safe online shopping, relevant links, pictures, etc.



miro – Create a virtual post-it note board: <https://miro.com/online-sticky-notes/>

4 Listening: Online shopping – augmented reality

Tesco has started trialling augmented reality technology in its stores in a bid to bring certain products to life and save on shelf space. By holding a Tesco Direct catalogue or a product key up to webcams placed in the supermarket's aisles, shoppers will be able to generate life-size 3D projections of products and learn more about their specifications before making a purchase.



a) Before watching the video, go online and find answers to the following questions:

- What does "augmented reality" mean?
- Where can you find augmented reality in daily life nowadays and what are possible future uses of it?

b) Now watch the commercial video by Tesco on its newest innovation in online shopping:



Tesco online shopping: augmented reality: <http://www.youtube.com/watch?v=DppsfxuF7Z0>

c) Discuss the following aspects with a partner:

- How does augmented reality work with Tesco online shopping?
- What do you need to take part in the programme?
- What reasons are given in the video for using augmented reality technology in online shopping?
- What do you think of the idea?
- With which products does it make sense and why?