

Words in context



Wortschatzarbeit zum Thema der Unit auf einer Doppelseite

bekannter und neuer Themenwortschatz farbig unterschiedlich hervorgehoben

The move towards online shopping

Since the year 2000 there has been a **rapid growth** in online shopping. There are many reasons for this. There is the **convenience** of shopping in your own home. There is also the greater **choice** that you have when you can buy products from anywhere in the world. It is a lot easier to **compare prices** and **shop around**. There is also the matter of **confidence**: consumers **trust** online shopping now. Most people expect online shopping to be secure and reliable. Online shopping is also **enjoyable**. Many people enjoy the **excitement** of ordering online and the anticipation of waiting for the package to arrive. However, sometimes you have to **handle** the physical object to know whether to buy it. Clothes are an example: how do you know that they will fit you, if you can't **try them on**? Yet this doesn't seem to stop people buying clothes online. Why is this? One reason is that we're used to seeing the same **global clothing brands** everywhere – both in the high-street and online. Another is that many online clothing retailers have a simple, efficient **returns process** which makes it easy to **send back** clothes that don't fit or just don't **suit** you. To compete with the big online stores, most high-street chains find it necessary to have an **online store** as well – these days customers expect to buy online from their favourite high-street retailers if it isn't **convenient** to go into a store. Surprisingly, internet shopping has allowed the traditional speciality store to **make a comeback** – online. This is partly due to the success of **auction websites** (eBay, etc.) which make it easy for both individuals and small businesses to sell goods **securely** and **efficiently** online. Online **payment services** such as PayPal have made it easy to send money online. **Courier services** operate fleets of **delivery vans** which can take the goods safely to the customer. The growth of **e-commerce** is not positive in every respect. Critics point to social and environmental problems. These include less **face-to-face social interaction**, more consumption of unnecessary goods, more vehicles on the road and more **pollution**. Shopping can become an **addiction**, and the internet makes it very easy for **shopaholics** to spend freely. All you need is a **credit card**.

1 Working with words: mind maps

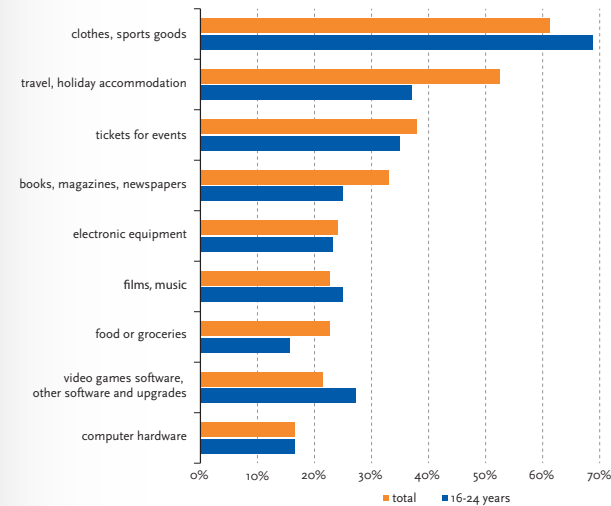
Complete the mind map using highlighted words and phrases from the text.



2 Internet shopping statistics

Look at the statistics for internet shopping in the European Union. Discuss these questions with a partner.

- What are the main trends that you notice? Do any of them surprise you?
- Which of these items have you or your family members bought recently?
- What do you buy online?



Adapted from: <http://ec.europa.eu/eurostat>

3 Class survey

Research internet shopping in your class. Draw a graphic of the results and comment on the main or most interesting findings.

Arbeiten mit Statistiken