INTERNET SHOPPING

1 Have you ever bought anything online? Or have you ever gone "window shopping" on websites? If so, you're "not alone". This is one of the fastest growing consumer habits in the world. Electronic commerce, or e-commerce, means buying products over the Internet. Just a few years ago, people did not know very much about Internet technology. They were worried about buying a product online because they thought it might be risky, but as years passed, people got to know more about the Internet and started to do their shopping online.

2 From 1999 to 2002, e-commerce grew by 29 percent annually. That's astonishing! This is because the number of people who trust the Internet has increased. Another reason is that more people have Internet access. In 1997, less than 20 percent of Americans had Internet access at home. In 2001, that number increased to more than 50 percent. As more people have gained online access, they have begun shopping online more often. In 2000, about 13 percent of Americans shopped online. That number jumped to 21 percent in 2001.

3 The biggest portion of online sales is actually not to customers. They provide many advantages for businesses. That's why, most online sales are B2B (business-to-business) sales. The Internet has created a convenient way for businesses to find items which they need and to buy them at the best prices. In the past, most businesses bought their needs locally. Now, businesses anywhere in the world can shop on the Internet to find the best prices. This often makes it possible for local businesses to choose from a variety of items at lower prices. That is, they can find many different kinds of products at lower prices online. For instance, a restaurant in a small town that wants to buy uniforms for its employees (staff) can compare prices in New York, Chicago and other cities.

4 With all of this competition*, some people are worried that small businesses will disappear. They think that superstores like Amazon.com will sell every product at the lowest prices, and this will destroy small businesses. Whatever the future may hold, e-commerce has already contributed to price competition. That is, with the help of e-commerce, the prices have gone down. Everyone knows about websites which compare prices, like Bizrate.com or Storerunner.com. Online stores must keep prices low. For example, books and music CDs have always been popular online products. A comparison of prices in 1998 and 1999 showed that these products were 9 to 15 percent cheaper than they were at traditional stores, and prices have gone down since then.

5 Online shopping is here to stay. If you are one of the few people who haven’t tried it yet, you're likely to start shopping online eventually!

*competition: trying to be more successful than the others
A. Match the words in column A with their definitions / explanations in column B and write the letters of the definitions in the blanks provided.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
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<tbody>
<tr>
<td>_____</td>
<td>a) doing business or buying goods</td>
</tr>
<tr>
<td>1. consumer (para. 1)</td>
<td>b) surprising</td>
</tr>
<tr>
<td>_____</td>
<td>c) to go up a lot at one time</td>
</tr>
<tr>
<td>2. commerce (para.1)</td>
<td>d) many different kinds</td>
</tr>
<tr>
<td>_____</td>
<td>e) to help</td>
</tr>
<tr>
<td>3. astonishing (para. 2)</td>
<td>f) someone who buys something or uses a service</td>
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<td>_____</td>
<td></td>
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<td>4. to jump (para. 2)</td>
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<td>_____</td>
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<td>5. variety (para.3)</td>
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<td>_____</td>
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<tr>
<td>6. to contribute to (para.4)</td>
<td></td>
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</tbody>
</table>

B. What do the following words from the text refer to?

1. **it** (para.1) refers to ________________________________________________.
2. **they** (para. 3) refers to ______________________________________________.
3. **This** (para. 3) refers to the fact that ____________________________________.
4. **these products** (para. 4) refers to _______________________________________.
5. **it** (para. 5) refers to ________________________________________________.

C. Answer the following questions.

1. What are the TWO reasons for the increase in e-commerce?

   a) ________________________________________________

   b) ________________________________________________

2. Who has e-commerce especially helped?

   ________________________________________________

   ________________________________________________

3. Why are some people worried about the competition on the Internet?

   ________________________________________________

   ________________________________________________
A Cookie with a Surprise Inside:  
The History of the Fortune Cookie

1. Fortune cookies are a popular dessert in Chinese restaurants in the United States, but fortune cookies are not from China. In fact, the first fortune cookies arrived in China in 1992. They came from Brooklyn, New York. They were called "genuine (real) American fortune cookies." We know that fortune cookies were first made in California, but no one knows for sure who invented them. Here are some stories about the history of fortune cookies.

2. Over ninety years ago, a Chinese man named David Jung owned a restaurant in Los Angeles. According to one story, Jung made the first fortune cookies in 1918. He made them for poor people who lived in his neighborhood. Each cookie had a small piece of paper inside. The paper had words written on it. Jung hoped the words would make the unhappy people feel better. A few years later, Jung opened the Hong Kong Noodle Company. He made fortune cookies there.

3. Another story is that a Japanese man named Makoto Hagiwara invented the first fortune cookie in 1914. Hagiwara worked in San Francisco at the famous Japanese Tea Garden in Golden Gate Park. One day he was fired from his job. Many people helped him get his job back. Hagiwara wanted to thank the people who helped him, so he made cookies for them. Each cookie had a thank-you note inside. He also gave the cookies to people who visited the Japanese Tea Garden.

4. For many years, fortune cookies were handmade. This changed in 1964. Edward Louie owned the Lotus Fortune Cookie Company. He invented a new machine that made the cookies and put the fortunes inside. It made fortune cookies very quickly, so more people could enjoy them.

5. Today, the world's largest fortune cookie maker is Wonton Food, Inc. It is located in Queens, New York. It sells 60 million cookies a month! In addition, more than 100 other companies make millions of fortune cookies every day. Now, some companies even make fortunes in two languages: English/Spanish and English/Chinese.

A. What do the following words from the text refer to?

1. them (para.2) refers to ________________________________________.
2. there (para. 2) refers to ________________________________________.
3. This (para. 4) refers to the fact that _________________________________.
4. It (para. 4) refers to ________________________________________.

B. Below is a summary of the text. Fill in the blanks with suitable words.

1) _____________________ fortune cookies are popular in Chinese restaurants in the US, they are not from China. The first fortune cookies arrived in China in 1992. We don’t know who the 2) _____________________ of fortune cookies is, but there are some stories about the history of them. One story is that 3) _____________________ made cookies for poor and unhappy people to make them 4) _____________________ . According to another story, Makoto Hagiwara made the first fortune cookies. He worked at 5) _____________________ in Golden Gate Park in San Francisco. When he 6) _____________________ from his job, many people helped him get it back. He made cookies with 7) _____________________ inside them as he wanted to thank those people. Now, in New York, 60 million cookies are sold a month by Wonton Food, Inc. There are many 8) _____________________ which make millions of fortune cookies every day, too.
The lion, which is also called "the king of the jungle," is both beautiful and strong. Lions vary in color, but they typically have light yellow-brown coats. Mature male lions are unique among big cats because they are the only species of cats which have thick brown or black manes around their necks. The manes protect them while fighting.

Lions hunt many different animals for food — from zebras, buffalos and wild hogs to sometimes rhinos and hippopotamuses. They also feed on smaller animals such as birds and reptiles, but when they can’t find enough food, they can make elephants, too.

Lions are the only social member of the cat family. They live in large groups called "prides". A pride consists of about 15 lions. Related females and their babies make up the majority of the pride. A single male or sometimes a small group of 2-3 males will join a pride for an indefinite period, usually about 3 years or until another group of males takes over. Females do almost all of the hunting.

Lions lived in most parts of Africa in the past, but they are now found only in the south Sahara desert and in parts of southern and eastern Africa. In ancient times, lions were also found from Greece through the Middle East to northern India.

The earth is getting warmer and warmer, and its climate is changing. This means that there is less rain, so it is getting more and more difficult for lions to get food. This makes the number of lions to decrease dramatically.