The history of online shopping



EAE Learning objectives for this lesson

Objectives – Practice the past tenses and vocabulary related to e-commerce. Practice your listening and reading comprehension.

Activity 1 – With a partner or your teacher, answer the questions below

1 Do you shop online or just research products?
2 Do you find it harder to return an item if you buy it online than in a store?
3 Which websites have you used to buy products online?
4 Have you ever had a problem after you ordered something?
5 What do you think will happen in the future of online shopping?
6 Do you ever order food online?
7 What's the most expensive thing you ever ordered online?
8 What's the worst and the best experience you had with online shopping?

Activity 2 – What do you remember about the past tenses?
At home brainstorm the past tenses that you know and create some example sentences using these tenses. Share your sentences and discuss the different past tenses with your teacher.

Activity 3 - Now with a partner or your teacher, fill in the gaps with the correct paste tenses (the verbs to use are given in brackets)

a. I _____ always _____ online (shop)
b. When _____ you last buy something online? (do)
c. She has _____ shopping online since she was (be)
d. He was _____ to collect the items he ordered when the company _____ him and said they _____ delayed (travel / call / be)
e. I always _____ online when I _____ young, now I like to go to the shop (enjoy / be)
f. I was _____ online when my computer crashed (shop)

Activity 4 – Read the article and answer the comprehension questions

THE History of Online Shopping

Online shopping was invented, implemented and successful very quickly – less than a week between idea and rough experimental model, less than 6 months to productions hardware and software and less than 12 months from product release to the first operational system, the world's first direct Business to Business (B2B) online shopping system in 1981[Thomson Holidays]. In online shopping the buyer is connected interactively with the seller's computer system. No third parties are involved. When a third party is involved that is usually called e-commerce.



The Rediffusion computer system used for online shopping was open, using standard communications hardware and a standard human interface. Any terminal could talk to any suitably equipped computer. Any number of applications could be available. The systems were very simple and easy-to-use .



B2B was commercially viable from the beginning. Business to Consumer (B2C) online shopping did not become commercially viable until the 1990s. The first B2Cs in the 1980s were basically proof of concept pilots paid for largely by social security funding and used to investigate the potential for IT to reduce social disadvantage by offering in- the- home services to vulnerable and physically challenged citizens.

Valuable lessons for the retail industry were also learned from these pilots not least that order processing, order fulfillment {by manual item selection} and delivery should be based at the local store not at some automated warehouse.

Aldrich realized from the beginning of his work on online shopping that the traditional TV as a computer interface device had real limitations. He also saw the need for high capacity telecommunications links to the home. This is what we call broadband today.
He then went on to invent and pioneer new solutions to these problems and he then campaigned to change the law to permit his new broadband systems.

Edited from - http://www.aldricharchive.com/shopping_history.html

Questions:

1 How long after it was invented did online shopping get released?
2 What is business to business online shopping?
3 What does it mean when the article refers to a 'third party'?
4 What came after business to business online shopping?
5 What is B2C online shopping?
6 What device proved limiting when used for online shopping?
7 Can you explain in your own words what 'broadband' is?
8 Can you identify which past tenses are used in the article? (bonus: why those tenses used)

Activity 5 – Create your own

Invent the history of online shopping using the correct past tenses (you can make it funny and it doesn't have to be accurate)

Activity 6 – Past participle quiz

Change the words in CAPITAL letters into the past participles of the verbs.

- People BUY things on line a few years ago.
- In a survey of buying habits many people SAY that they don't trust online payment.
- Once I HAVE my credit card hacked and I LOSE a lot of money.
- I like using Amazon because every time I have BUY something they are really efficient.
- When I BUY a sofa at IKEA online it TAKE ages to be delivered.
- The online Chat at IKEA BE really good. They ANSWER my question very quickly and clearly.

Now make some sentences of your own.

Activity 7 – Listening comprehension

Listen to the following video and answer the questions below and then summarize what you understood (until 5:20)
http://www.ted.com/talks/mikko_hypponen_three_types_of_online_attack/transcript?language=en

1. Why did you have to register a sample sheet of text out of the typewriter in the 1980s?
2. How is the Government using technology against us?
3. How to the online criminals make their fortunes online?
4. What are the three main types of attackers?

Activity 8 – E-commerce vocabulary

Match the words with their definitions: Try to use some of this vocabulary in different sentences.

Pixel	*Pay per click / Pay per action*
Clicks and Mortar	*Web-based research tools that identify individual webpages containing specific words or phrases.*
Balance of Trade	*A small mechanical machine or instrument.*
Exports	*One or more dots that act as the smallest unit on a video display screen.*
Imports	*The difference in value between a country's imports and exports over a period of time*
Multi-channel Retailer	*The use of both the Internet and buildings to conduct business.*
Payment Gateway	*Goods or services one country buys from another country.*
PPC / PPA	*An interconnected set of computers.*
Device	*A program that allows you to receive payments through one or more ways.*
Network	*A company that uses several means to sell products.*
Search Engines	*Goods and services that one country sells to another country.*

