

## 12 READING

### Tools for Better Shopping

Scan the article. Find the names of popular websites. Do you use any of them for shopping?

**1** Do you like to shop online? Like millions of people, you want to find the best things for the best price. There are so many choices that it can be difficult to find the things you need and want. Here's where technology comes in! Popular websites like Facebook and Twitter aren't just for social networking anymore.

**2** The websites Facebook and Twitter are popular because people can connect to friends and get their most recent news. But people also use these sites as powerful shopping tools. Members can ask about an item and then get opinions from people they trust. Twitterers can also search for news from other users and then find stores nearby that sell the item.



**3** Another helpful shopping tool is the smartphone. Smartphone users can go into a store, find an item they like, and then type the item number into their smartphone. They can compare prices, read reviews, and make better decisions about their purchase. Many people find a better price online or at another store. People often want to see and touch an item before they buy. They can do just that – and pay a lower price, too.



**4** But you don't have to be a Facebook or Twitter member or have a smartphone to find a bargain. Websites like Shopzilla compare prices, give reviews, and find stores near you with the best bargains. Google does all these things but also lets you buy items directly through its site. Be a smart shopper. The information you need is at your fingertips!

**A** Read the article. Answer these questions. Then write the number of the paragraph where you find each answer.

- How are Shopzilla and Google similar?
- What are Twitter users called?
- How do smartphones help find bargains?
- What are two social networking sites?

**B** According to the article, which shopping tools do these things? Check (✓) the correct boxes.

|                                    | Facebook                 | Twitter                  | Smartphone               | Shopzilla                | Google                   |
|------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. get opinions from friends       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. find product reviews            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. compare prices                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. find stores with items you want | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. buy items directly              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**C PAIR WORK** Do you shop mostly in stores or online? How do you find good prices?

How much is it? ■ 21