

Buy Now!

The Shopping Conspiracy

Viewing worksheet · Netflix, 2024 · 1 h 24 min · 2n Batxillerato



Name: _____

Class: _____

Date: _____

How this worksheet works

You will watch the documentary in **three sessions**. Do the translation exercise and read the questions of each block **before** you press play. Watch without writing, and answer only when the video has been stopped at the end of the block.

Part A	Multiple choice	Circle the one correct answer.
Part B	True / False	Tick T or F and correct every false statement.
Part C	Vocabulary in context	Match each word with its definition.
Part D	Order the events	Number the events in the order they appear.
Part E	Complete the summary	Fill the gaps with words from the box.
Part F	Written answers	Complete sentences, in your own words.

WHO IS WHO

Sasha – the AI narrator who "teaches" five rules of profit maximisation

Interviewees – former workers of Amazon, Adidas, Apple and Unilever who explain how the system works

Listen to what Sasha says and to what the interviewees say: they do not always agree.

Sell more, waste more

Watch from the beginning until Sasha says "Thank you for your continued engagement."

Before you watch • Exercise 1: Translate into Catalan

Read the meaning of each word and write its translation in Catalan. You will hear these words in this block.

English word	Meaning	Català
impulse buying	buying something suddenly, without planning to	
patent	an official right to be the only one who makes or sells an invention	
revenue	the money a company receives from selling its products	
fast fashion	cheap, trendy clothes made quickly and replaced every few weeks	
lifespan	the length of time something works or lasts	
to optimise	to make something work as well as possible	
board	the group of people who make the main decisions in a company	
to throw away	to get rid of something you no longer want	

Part A – Multiple choice

Circle the correct answer.

- Maren says Amazon wanted to be there at your next "shoppable moment". This means that Amazon wanted to...
 - offer a discount at the exact moment a customer was about to leave the website.
 - open physical shops in the places where customers were most likely to shop.
 - be the first thing a customer thought of whenever they realised they needed something.
 - send customers reminders about products they had already bought.
- Maren explains that Amazon tested the same sentence ("Free shipping if you purchase \$25 or more") with the "\$25" in different colours. What was the aim?
 - To find out, with statistically relevant data, which version made the most money.
 - To check which colour customers found least aggressive.
 - To make the website easier to read for customers with visual difficulties.
 - To comply with a legal requirement about how prices must be displayed.
- Eric uses the example of an English football team's shirts (home, away, third and special-occasion shirts). The point of the example is that...
 - sports brands are mainly interested in supporting local teams.
 - fans need several shirts because the quality of each one is low.
 - clubs earn more money from shirts than from ticket sales.
 - a new "story" gives the brand a new reason for people to buy.

4. According to Roger, which pair of figures about new items produced per year is correct?
- A) Gap: 25,000 – Zara: 12,000
 - B) H&M: 25,000 – SHEIN: around 1.3 million
 - C) Zara: 1.3 million – H&M: 36,000
 - D) Gap: 36,000 – SHEIN: 25,000
5. The former Unilever executive says: "I don't think the consumer is actually here the culprit." What is he suggesting?
- A) Consumers have no influence at all on what companies produce.
 - B) Companies are not responsible because they only respond to demand.
 - C) Consumers consume a lot, but largely because companies encourage them to.
 - D) Governments should fine people who throw things away.
6. The light bulb explains that the Phoebus cartel, formed in 1925, decided to...
- A) increase the life of every bulb from 1,000 hours to 2,500 hours.
 - B) reduce the life of every bulb from 2,500 hours to 1,000 hours.
 - C) stop making bulbs for private homes and sell only to industry.
 - D) share its patents with small manufacturers.
7. According to Nirav, why is it extremely hard for a company like Apple to move away from the replacement cycle?
- A) Once the business model depends on replacement, a CEO proposing to halve revenue would be removed by the board.
 - B) Customers refuse to buy products that last longer.
 - C) There are no workers with the skills to make durable products.
 - D) International laws forbid companies from selling products with a long life.
8. Which of the following is NOT mentioned in the film as a way in which companies make repair harder?
- A) Replacing common Phillips screws with pentalobe screws.
 - B) Gluing phones, tablets and laptops together.
 - C) Sealing the batteries inside wireless earbuds.
 - D) Offering free battery replacement for the whole life of the device.

Part B – True / False

Tick T (true) or F (false). Correct every false statement.

#	Statement	T / F	Correction if false
1	Maren says that Amazon actually held a patent on the phrase "one-click buying".	☐ T ☐ F	
2	While Maren worked at Amazon, the team often discussed what happened to products after they were sold.	☐ T ☐ F	
3	SHEIN produces roughly the same number of new items per year as Zara.	☐ T ☐ F	
4	The Phoebus cartel was formed by light bulb manufacturers in January 1925.	☐ T ☐ F	
5	Nirav says Apple's design philosophy encourages people to keep using their older products for as long as possible.	☐ T ☐ F	
6	Nirav states that around 13 million phones are thrown away every day.	☐ T ☐ F	

Part C – Vocabulary in context

Match each word from the film (1–6) with its definition (a–f). Write the letter in the box.

Word	Definition
1. cartel	a) A big improvement in a company's results after a period of crisis.
2. planned obsolescence	b) Without obstacles or effort; very smooth.
3. turnaround	c) The person or thing responsible for causing a problem.
4. culprit	d) The practice of designing products so that they stop working or become outdated after a short time.
5. replacement cycle	e) A group of companies that secretly agree to control a market.
6. frictionless	f) The pattern in which people regularly throw away a product and buy a new one.

Part D – Order the events

Number the events from 1 (first) to 5 (last) in the order they appear in the film.

Event	Order
A) The light bulb explains how the Phoebus cartel shortened the life of bulbs.	
B) Maren explains how Amazon tested the colour of a free-shipping sentence.	
C) Roger lists how many new items Gap, H&M, Zara and SHEIN produce each year.	
D) Kyle Wiens explains how companies make repair harder.	
E) Nirav says that around 13 million phones are thrown away every day.	

Part E – Complete the summary

Complete the summary with words from the box. There are two extra words.

culprit · encouraged · frictionless · hours · repair · seasons · discount · recycle

Maren, a former Amazon designer, explains that the shopping system was designed to be **(1)** _____ so that customers had little time to think. Roger says that when he joined the fashion industry there were two **(2)** _____ a year, but fast fashion now demands new items every month. A former Unilever executive says that consumers are not the only **(3)** _____, because they are **(4)** _____ to buy. The light bulb explains that in 1925 manufacturers reduced the life of bulbs to 1,000 **(5)** _____. Kyle Wiens adds that companies make products harder to **(6)** _____.

Part F – Written answers

Answer in complete sentences and in your own words.

1. Maren says the system was built to "reduce your time to think a little bit more critically about a purchase". Name two strategies shown in this block that make buying easier or more tempting, and explain how each one works.

2. "When we throw it away, we actually don't throw it away. 'Away' doesn't exist." Explain this idea in your own words and connect it to SDG 12 (Responsible Consumption and Production).
