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词汇: *panic buying* 抢购, 恐慌购买

Have you ever watched one of the many TV shows set during the **apocalypse** - a **dystopian** future where life as we know it is over and people are only focussed on **survival**? If it's not zombies, it's viruses or natural disasters. One thing that seems to be a **quintessential** part of these series is **survivors** searching for food and resources. Is that why people stockpile food when things go bad?

What is stockpiling? Quite simply it's when people **accumulate** a **substantial** number of goods, for example food or water. According to psychologist Judy Rosenberg, stockpiling **perishable** goods like eggs and milk is a positive sign that people believe a **crisis** will be over soon. When people stockpile **tinned goods**, it can be a sign that people fear that the crisis will **endure**.

But why do we do it? Consumer psychologist Paul Marsden puts it down to three factors that relate to **retail therapy**. Firstly, '**autonomy**' - the idea the people feel the need to be in control. Secondly, '**relatedness**' - panic shopping helps people to feel connected to the community or other shoppers who are doing the same.

Lastly, '**competence**' - people want to feel like they are 'smart shoppers' and doing the right thing. Sander Van der Linden, an assistant professor of social psychology at Cambridge University, said that a **phenomenon** known as '**fear contagion**' can take hold. People's decision making is **hampered** when stressed, so they follow the actions of other people. If they are panic buying, you will too.

So, can you stop people from stockpiling? Well, supermarkets can **ration** the amount of products consumers purchase, and governments can try to reassure people that there is no need to panic. However, it seems that it goes against our basic psychology to try and stop people from panic buying.

So, the next time a virus, natural disaster or zombie apocalypse starts, remember that panic buying is probably a **given**, thanks to our need for retail therapy to manage our emotional state.

## 词汇表

<b>apocalypse</b>	大灾难
<b>dystopian</b>	反乌托邦的
<b>survival</b>	生存, 存活
<b>quintessential</b>	最典型的
<b>survivor</b>	能在困境中生存的人
<b>accumulate</b>	积攒
<b>substantial</b>	大量的
<b>perishable</b>	易变质的, 易腐坏的
<b>crisis</b>	危机
<b>tinned goods</b>	罐头食品
<b>endure</b>	持续
<b>retail therapy</b>	购物疗法
<b>autonomy</b>	自主
<b>relatedness</b>	关联性
<b>competence</b>	能力
<b>phenomenon</b>	现象
<b>fear contagion</b>	恐惧蔓延
<b>hampered</b>	受阻碍的, 受限制的
<b>ration</b>	定量, 配给量
<b>a given</b>	(定将发生的) 假定事实

## 测验与练习

### 1. 阅读课文并回答问题。

1. What sort of goods do consumers tend to stockpile when they think the crisis will be over quickly?

2. What can cause people's decision making to be restricted?

3. What is a typical element of TV series set during the apocalypse?

4. What does retail therapy help to control?

5. Why is relatedness mentioned?

### 2. 选择意思恰当的单词或词组来完成下列句子。

1. You need to be more independent and \_\_\_\_\_.

autonomy	autonomous	autumn	autonomously
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2. He always tries to \_\_\_\_\_ my style.

hampers	hampering	hampered	hamper
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3. This disease seems to be quite \_\_\_\_\_.

contagious	contagiously	contagion	contain
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4. \_\_\_\_\_ often happens during times of war.

Rationing	Ration	Rationed	Rational
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5. You need to clean! A lot of dust has \_\_\_\_\_.

accumulated	accumulation	accumulating	accumulate
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答案

1. 阅读课文并回答问题。

1. What sort of goods do consumers tend to stockpile when they think the crisis will be over quickly?

**Perishable goods like eggs and milk.**

2. What can cause people's decision making to be restricted?

**Stress.**

3. What is a typical element of TV series set in the apocalypse?

**Survivors searching for food and resources.**

4. What does retail therapy help to control?

**It helps to manage your emotional state.**

5. Why is relatedness mentioned?

**Because people want to feel like part of the community, doing the same things as other people.**

2. 选择意思恰当的单词或词组来完成下列句子。

1. You need to be more independent and **autonomous**.

2. He always tries to **hamper** my style.

3. This disease seems to be quite **contagious**!

4. **Rationing** often happens during times of war.

5. You need to clean! A lot of dust has **accumulated**!