1. Although Tesla was interested in ____PHYSICS____ and ____MATHS____, he studied electrical engineering at university.

2. Edison wanted Tesla to make improvements / to improve his DC electric power motor and generation plants.

3. During Tesla’s birth, due to the _STORMY WEATHER / LIGHTNING AND RAIN_, the midwife claimed that Tesla would be “a child of darkness”.

4. He believed marriage would make him lose his concentration. / He believed it was a waste of time.

5. The main difference between AC and DC is that AC __(PERIODICALLY) REVERSES/CHANGES THE DIRECTION OF ELECTRIC CURRENT___, but DC __FLOWS ONLY IN ONE DIRECTION___.

6. Two of the following: cell phones, flat screen TVs, flashlights, hybrid/electric vehicles

7. A transformer.

8. a. Edison had lots of patents which made use of DC.

   b. Edison had already constructed many DC power stations.

9. During the “Battle of the Currents” in order to prove that AC was dangerous, Edison __RAN A CAMPAIGN TO DISCOURAGE THE USE OF AC___

10. Tesla had lots of patents in his name; however, he couldn’t _MAKE HIS PROJECTS COMMERCIALLY SUCCESSFUL/ CONVINCE BUSINESSMEN TO INVEST MONEY IN HIS INVENTIONS__, so he died as a poor and lonely man.

11. Because there would be too much information.

12. ‘Robotics’ is the science of designing and operating robots.

13. Ant two of the following: conception, design, manufacture and operation of robots.

14. According to Tesla, human beings and robots are alike in that __BOTH HUMAN BEINGS AND ROBOTS ARE DRIVEN BY EXTERNAL IMPULSES___.

15. His demonstration of the remote control of a boat.
16. Because it was proven that Tesla’s previous work on wireless technology had made it possible for Marconi to make the invention in the first place.
Retail Therapy – Answer Key

1. How is retail therapy defined?
   
   shopping with the primary purpose of improving the buyer’s mood / the act of buying special things for yourself in order to feel better, especially when you are unhappy

2. What is the rate of men who admit RT makes them happy?
   
   10 %

3. Researchers who conducted an experiment at the University of Michigan found that shopping made people happier because
   
   a. shopping was as a distraction from the stresses of life.
   b. being able to buy a new product gave them pleasure.
   c. shopping gave people a feeling of control.
   d. there are innate differences among individuals.

4. According to one study, what type of shopping is preferred more when people are unhappy?
   
   online shopping

5. Why do people with higher income not engage in RT?
   
   Money is meaningless for them

6. The Northwestern University study found that when people are doing shopping after an event, they
   
   make a broader range of purchases to distract themselves / they are not selective in terms of the items they buy

7. What do people engaging in RT mostly buy?
   
   clothes

8. RT acts as a mental preparation during which people visualize how they will use the products they are planning to buy.

9. What characteristic should products have to reduce anxiety during transitions in life?
   
   if the product purchased inspires self-confidence and a sense of mastery

10. What benefits of shopping do people list?
a. escape
b. entertainment
c. rejuvenation

12. According to the lecturer, in what way going to a shopping mall benefit people?____
   ____provides human connection/ connects us to other people

13. In what cases may RT be harmful?
   a. _____if people are going over board
   b. _____if people have serious mental health issues

14. According to the lecturer, what are the TWO signs of a shopping problem?
   Any two of the following:

   Credit card debt
   Lying about or hiding purchases
   Missing work or school,
   Feeling shame, guilt and irritability associated with shopping
RETAIL THERAPY

Good morning, everyone. Today we are going to continue with the theme of how people make themselves happy. So far, we have discussed the use of medication and substance dependence as methods people make use of to get the dopamine increase they crave for. Today we are going to talk about shopping. I don't know if you are one of those people, but for some people shopping is a way to become happy. Actually, there is a specific term for it. It is called retail therapy. And in this session, I am going to focus on this topic. First, I’ll give you a definition of the term and then refer to some research to show its prevalence. Then, I am going to explain why and how retail therapy works. And I’ll finish off by briefly talking about when retail therapy does not work.

Right, let’s start, then, by defining what exactly retail therapy means. Retail therapy is shopping with the primary purpose of improving the buyer’s mood. In other words, retail therapy is the act of buying special things for yourself in order to feel better, especially when you are unhappy. This behavior is often seen in people during periods of depression or stress.

Most people use this phrase as a fun reason to justify going shopping. However, latest research suggests that there is some truth to idea behind retail therapy... that shopping when you are sad may indeed help ease this feeling and minimize the impact of the stressful event. In a recent survey, more than half of Americans said that that they have shopped and spent money to improve their mood. The same research revealed that it is mostly women who admit to taking advantage of retail therapy. Nearly 64 percent of the women who took part in the survey said they have engaged in retail therapy. The percentage of men admitting to the same behavior was somewhat lower at 40 percent, but this is still quite a substantial percentage. When the same research asked people if retail therapy improved their mood, 4 out of every 10 women said yes. However, only 10 per cent of the men agreed that retail therapy improved their mood.

These are quite high numbers. One report from the University of Michigan gives supporting evidence why the numbers are this high. Researchers at the university carried our two studies. In the first study, they made participants watch a sad video clip and after the video was over, they gave them some money to buy a sandwich. But it was up to the participants to decide whether to buy it or not. Later, they asked the participants to complete a questionnaire to measure their level of sadness. They found that the participants who actually bought a sandwich were less sad than those who didn’t buy one. In the second study, again participants were made to watch a sad video clip. Then the researchers asked the participants to go to a shopping site. Here the they divided the participants into two groups. They told the first group that they could only browse for useful items. However, they allowed the second group to choose things to buy. At the end of the activity, both groups of participants completed the same questionnaire. In the end researchers found that those who were allowed to choose things to buy had lower sadness scores.

So, in other words, when participants decided to purchase an item, their levels of sadness fell. However, choosing not to buy didn’t reduce sadness. When the researchers analyzed
the results of the questionnaires, they eliminated the factors like the distraction that comes from buying something, or the pleasure associated with obtaining a new good, or the possibility that people who choose to buy are by nature different from the people who choose not to buy. So they concluded that choosing to buy gave people an increased feeling of control and this lowered their sadness.

Let’s look at another study which focused on the type of shopping that most individuals choose to do to ease their depression away. This study found that more than half of the people surveyed prefered online shopping to visiting store locations to do shopping when they are depressed. The research failed to delve into whys and hows of it, but it sure would be interesting to identify them. My only guess is that online shopping is really convenient for people. They do not have to get dressed, get out and drive anywhere. They can do their therapy right there and then, and their sadness is gone more quickly than it would if they actually went to a shopping mall.

One important point I need to mention is the income group that is more likely to do shopping as a therapy. There is research that found a link between retail therapy and total household income. It has been revealed that if people had a household income of 75 thousand dollars or more, they were more likely to refrain, to stay away, from retail therapy than those who make less than 30 thousand dollars. This is an interesting finding. The researchers explained it with the meaninglessness of money for those who make a lot of it. However, for those who don’t have too much money, going out for shopping and spending money recklessly may actually give them a sense of alternate reality. Shopping may help them forget the problems in their lives and make them happy for a while.

The last study I am going to mention in this part is related to the timing of the purchases. A report from Northwestern University looked at five separate experiments and found that the timing of a stressful event can impact whether people consume to distract themselves. They found that consumers often shop to cope with stressful events. They also found that people are more selective when buying to cope for future challenges, such as buying supplies before an academic exam or preparing for a natural disaster, than they are when they are dealing with past events. The researchers believe that proactive consumption, in other words buying things for future, gives people more protection before a threat occurs, which, in turn, minimizes the negative impact the threat might have on them. However, once consumers have experienced the threat, or the negative event, they make a broader range of purchases to distract themselves. That is, they are not selective in terms of the items they buy.

Let me just mention the items consumers buy for retail therapy before I finish this section. Most people would expect those who engage in retail therapy to buy sweets or chocolate that would help them improve their mood. Well, several surveys revealed this is not the case. Also, research has found that some purchases make people happier than others. When people go shopping to lift their mood, purchases of clothing top the list. This is followed by entertainment which includes books, movies, music and so on. Then come more expensive purchases like travel, electronics or technological gadgets. And furniture and home decor come in fifth place of the top ranking purchases.
So, looks like retail therapy is a widespread form of therapy people prefer. And despite the fact that it has been viewed too negatively by most, it may be an effective way to minimize lingering sadness.

So let’s now talk about why it is effective. Before I start, though, I must tell you that there are some experts who do not accept that retail therapy is a real therapy. But, even they accept that there are some psychological rewards of shopping. Now, I am going to look at 5 therapeutical benefits of shopping that psychologists accept by giving examples.

The first benefit of retail therapy is its potential to ease transitions. Let me give an example case here. Our example is Janice, who has been married for more than a decade, but in the end she got divorced. As soon as she signed the divorce papers, the first thing she did was to buy all new bedding for her bedroom. She bought a new bed, a new mattress, new sheets and so on. She said this was therapeutic. Her shopping behavior shows that she was discarding her old marriage and her old life and getting ready to start her new life.

In the wake of transitions, shopping can be good source of mental preparation. While people are shopping, they’re visualizing how they’ll use the products they are about to buy. And by doing that, they’re also visualizing their new life. It has been shown that visualization is boosts performance and reduces anxiety. So it is not surprising that the two times when people shop the most are also the two of life’s greatest transitions. These are getting married and having a baby... What has been purchased is not really important...What is important is the act of shopping, and the act visualising. Shopping is a preparation and it makes people feel more in control and less anxious about these big transitions. This may explain why people buy more than they actually need. The more they buy, the more in control they feel they are. Furthermore, psychologists state that some types of purchases can be more helpful in reducing anxiety. They say if the product purchased inspires self-confidence and a sense of mastery, the buyer feels less anxious about the transition he or she is about to make. For example, when people buy a bed for their baby before he or she is born, this helps them feel less worried and more ready to welcome their baby into their lives.

So, people buy clothes and furniture for their baby, parents buy dorm equipment for their children when they are about to start university, or they buy new outfits for a coming holiday. .... When people are doing these purchases, they are using shopping as a way to anticipate, imagine, and mentally prepare themselves for the approaching transition.

The second benefit of retail therapy that I am going to talk about is that it leads to success. Let me explain it with a study. In this study, there were two groups. One group of participants were asked to wear white coats like the ones doctors wear. The other group had no white coats. Then both groups were given a test to measure their focus and concentration, which, as you know, are traits associated with doctors. It was found that those who were wearing doctors’ coats were far more accurate on this test than the control group who simply wore their street clothes for the experiment. So just the fact that they were wearing doctors’ coats made the participants more careful and hence more successful.
How does this link to retail therapy? Well, when people start a new job or move to a new place they go shopping for new clothes because they think they need new clothes to fit in their new environment. Because, you know, whether we like it or not, the first impressions are made by looking at appearances. And these first impressions are highly accurate. A study conducted in Switzerland showed that participants were able to guess a person’s age, gender, income, and whether they were friendly from photos of their shoes. So just by looking at only one piece of clothing item, people were able to tell a lot about a person. If just shoes we wear tell so much about us, then our whole appearance must give away an incredible amount of information about who we are. Maybe subconsciously we know it and we buy new things when we are about to go to new place so that we can leave a good first impression on others.

The third benefit we are going to talk about is related with sensory stimulation that comes with shopping. People get pleasure from shopping and this pleasure boosts their creativity and sense of aesthetics. Shopping trips to the malls enrich people’s lives because what they see is creative expression and an appreciation of beauty and design. So people visit many shops and they get to see what is new, different or beautiful. This is not only fun for them, but it also gives them new ideas. Some people think that owning a new, or a different or an expensive item is about status. This is partially true. For most of the time, these types of items are an appreciation of design, and craftsmanship. And this stimulates people’s senses.

Let’s move on to the fourth benefit of shopping, which is relaxation and escape. When people are asked to list the benefits of “retail therapy,” what comes at the top are escape, entertainment, and rejuvenation, that is R-E-J-U-V-E-N-A-T-I-O-N, rejuvenation means being or looking younger or energetic. So shopping gives people energy, and a means of getting away from their reality. Not to mention the fact that it is great fun. Studies show that our unconscious mind continues to work out problems while we’re engaged in a different activity. Maybe this is why people consider shopping, especially online shopping as a type of mini mental holiday. It is a relaxing and an undemanding activity. As a bonus, when faced with a difficult decision or tiring task, short breaks of retail therapy can actually improve performance and decision making. It works just like a holiday – only this time there is no hassle of planning and packing.

The last benefit of retail therapy is related to social connection. In the past people went to the marketplace to connect with other people. If there’s one antidote to emotional distress, it’s human connection. We’re a species that’s meant to be with others; whether it occurs over dinner, at home, or at the mall, it’s therapeutic. So going to a mall where there are other people keeps us away from the troubles of our individual world, connecting us to a broader community of people just like us.

So you see, shopping has so many benefits for the individual. If it is done in moderation, it is therapeutic. But there are some points we need to keep in mind about using shopping to relieve our stress and anxiety.
The first point is that retail therapy sometimes masks deeper problems. If the person is seriously depressed or having serious mental health issues, shopping may not be a solution in the long run. In such a case, retail therapy may delay the treatment. But more importantly it may make things worse and harder to solve.

Secondly, although retail therapy can be good for emotional issues in small and manageable doses, some people cannot control themselves and they go over board. Then, shopping becomes more of a problem than a solution. The most common warning signs that shopping has become a problem for a person include credit card debt, lying about or hiding purchases, missing work or school, feeling shame, guilt and irritability associated with shopping. When these signs are there, it is time to see a real therapist.

The final and the most important point is that retail therapy does not work in the long run. It may work as a short-term happiness booster, but sooner or later everyone needs to address their issues. And rather than masking the problem with shopping, they need to go into the root of the problem to eliminate what is making them unhappy.

Right. This is what I would like to say about retail therapy. Are there any questions?

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(suggestions)
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Task 1:

1. Why was education important in Islam?

*(as faith spread among diverse peoples, education became an important channel through which ) to create a universal and cohesive social order.*

2. All the schools mainly taught the same subjects and education in the Islamic world was __unintegrated __ and ____undifferentiated_____. (order is not important)

3. Palace schools were established and the main purposes of these schools were to have students ready for higher education, for service in the government of the caliphs, or for polite society.

4. What were TWO limitations of schools in Islamic countries? (order is not important)
   
   • These schools could not meet the growing need for trained personnel.
   • They could not provide sufficient educational opportunities for those who wished to continue their studies.

5. What was special about the highest point of Islamic education?

   • translation and interpretation of Classical thoughts and their adaptation to Islamic theology and philosophy.
   • introduction and assimilation of Hellenistic, Persian and Hindu mathematics, astronomy, algebra, trigonometry and medicine into Muslim culture

Task 2:

6. What ended the Roman system of schools?

   • The gradual defeat of the Western Empire by the barbarian invaders.
   • vast migrations that overwhelmed the existing and rapidly weakening Roman culture.

7. What kind of behavior did monastic schools expect from their students?

   *Children were to be dutiful, not to be angry or unkind, not to contradict their professors, to receive what was taught.*
8. In Charlemagne’s empire, what made it possible to give better education to ordinary men?

He ordered the clergy to be better educated. His promotion of educational reform led to a generation of churchmen whose morals and education were of a higher standard than before.

9. Why did contact with the Islamic world cause a change in education in Europe?

Arabic translations of Aristotle together with commentaries were translated in Latin resulting in a profound influence on culture.

10. Why did Aquinas give priority to faith and theology in his idea of education?

He thought they would give access to truths that were not available through rational inquiry.

Task 3
Education in the middle ages was characterized by mostly religious contexts and purposes both in the Muslim and Christian world. Muslim education experienced (0) **a golden era** starting in the 7th century A.D. when the caliphs of Umayyad allowed Hellenistic sciences in education and Islamic scholars used it in combination with (1) **Persian and Indian thought**, thus making their education richer. In the same period, education in the west mostly focused on religious principles. Christian rulers, scholars and the church believed that the schools of Greco-Roman culture were compatible with Christian ideology and teaching. However, after the collapse of the Western Roman Empire, these schools disappeared and (2) **churches / monasteries** replaced them as centers of education. The belief was that children could learn about religion only by (3) **attending church services and listening to sermons**. This continued until Charlemagne introduced an educational reform, which in the end led to a cultural revival in his empire. He also (4) **imported foreign talent** so that they would educate teachers or work at centers of culture and learning. Meanwhile, in the Islamic world, schools increased in number and variety, but the fundamental education was offered in (5) **mosques**, where mostly the study of the Quran took place. Although it was religious in nature, Islamic scholarship played a great role in the translation of great works of Ancient Greece. When they added their own interpretations and ideas to those great works, they were able to reach great achievements. The fruits of Islamic education spread to the Christian world through the Crusades, trade or the presence of (6) **the Moors** in Spain, and it became instrumental in the creation of a renaissance in Christian education.