

## Полезная лексика по теме

## «Видеоразбор: как прекратить дарить плохие подарки»

What's the worst holiday gift you've ever **received**? For me, it's easy. My mom used to consider **Chanukah** a **belated** back-to-school holiday. We would get **binders**, pens, staplers.

Once my mom **wrapped** this **huge mystery** present that my sister thought was a dollhouse. But it wasn't a dollhouse. It was a **trash can**.

Most of us are **actually terrible** at giving gifts. About \$70 billion **worth** of presents are **returned** every year in the U.S. So how do we get... less terrible?

Here are 3 ways to **improve** your gift-giving **game** around the holidays. First: stop trying to make your gifts so **delightful**.

Research has shown that **givers are obsessed with**the moment of **unwrapping**a gift even more than the gift itself.

to receive — получать

Chanukah /ˈhɑːnəkə/ — Ханука (еврейский праздник)

belated — запоздалый

a binder — папка-регистратор

to wrap /ræp/ — обернуть, запаковать

huge /hjuːdʒ/ — огромный

mystery — загадочный

a trash can — ведро для мусора

actually — на самом деле

terrible — ужасный

worth  $/w3:\theta/$  — стоимость

to return — возвращать

to improve — улучшать

а game (здесь) — развлечение

delightful — очаровательный, прелестный

a giver — даритель

to be obsessed with something — быть одержимым чем-либо

unwrapping /лп'ræpɪn/ — разворачивание



We **envision** the look of **delirious** happiness and the **ecstatic exclamations** like "Wow! **Oh my gosh!** You really know me!"

**Ironically**, givers are **selfish**. We want something from giving: those looks of **delight**. Those exclamations. This is why **items** like **hyper-specific kitchen gadgets** and **fancy** vintage clocks all seem like fantastic gifts.

But it **turns out**, **recipients** often want things that are **far more** practical — things they can actually use. In one **study**, **researchers** asked givers and recipients to **rate** gifts along two **metrics**:

**Desirability**, like complicated but fancy coffee maker, and **feasibility**, like a coffee maker you can actually use without studying the instructions.

They found that givers **reliably** chose the desirable gifts. But recipients **preferred** feasibility. So what's the most practical gift you can give that people might actually **be grateful for**?

Two: **When in doubt**, give **cash**. When economists study gift giving, they're very **concerned with** one thing: **waste**.

to envision /ɛnˈvɪʒ(ə)n/ — рисовать в воображении

delirious — безумный

ecstatic /ɪkˈstætɪk/ — восторженный

an exclamation — возглас

Oh my gosh! — О боже мой!

ironically /ліˈrɒnɪkli/ — как ни странно

selfish — эгоистичный

delight — восторг

an item (здесь) — предмет, вещь

hyper-specific kitchen gadgets (здесь) — специальные кухонные принадлежности

fancy — изысканный

to turn out — оказываться

a recipient /rɪˈsɪpiənt/ — получатель

far more — гораздо более, значительно

а study (здесь) — исследование

a researcher — исследователь

to rate — классифицировать

a metric — критерий

desirability — привлекательность

feasibility — применимость, практичность

reliably — надежно

to prefer — предпочитать

to be grateful for — быть благодарным за

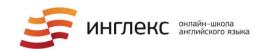
when in doubt /daʊt/... — если не уверен...

cash /kæʃ/ — наличные деньги

to be concerned with (здесь) —

рассматривать

waste — пустая трата



Let's say **hypothetically** that my grandmother buys me a sweater that I hate, and your grandmother also buys you sweater that you hate. (Sorry, grandmothers!) **Before long**, we're talking about billions of dollars in waste in the economy.

Economists call it "deadweight loss" and they estimate that up to 30% of the value of all gifts is wasted.

That means that companies wasted time making the gift, the giver wasted time buying it, and the recipients wasted time **returning** it.

There's a way to **fix** this. There is a very **specific** gift that **is** always **worth the exact same** to both giver and receiver.

It's called cash. The good thing about cash is that the receiver can always **make use of** 100 percent of its value.

The bad thing about **cold**, **hard cash** is that... it's cold. It doesn't say anything **except**, "Here's some money." So this is a **conundrum**.

How do we **design** a gift-giving formula that is as **efficient** as cash and as sentimental as you want to be?

Third: Just give people what they ask for. A good way to get what you want is — **shocker**! — to tell people what you want.

hypothetically /ˌhʌɪpəˈθεtɪkli/ гипотетически

before long — вслед за тем

deadweight loss — чистые издержки to estimate — оценивать value — стоимость, цена

to return — возвращать

to fix — уладить specific — особенный to be worth — стоить

he exact same — совершенно одинаково

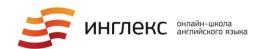
to make use of — использовать

cold, hard cash — наличные деньги: банкноты, монеты (не кредитные карты или чеки)

except /ɪkˈsept/ — кроме a conundrum /kəˈnʌndrəm/ — трудный вопрос, сложная проблема

to design (здесь) — составлять efficient /ɪˈfɪʃənt/ — действенный, эффективный

Shocker! — Не может быть!



A 2011 study looked at Amazon wish lists to determine if people were more appreciative of gifts from the list versus gifts that were total surprises.

It turned out that people got gifts that weren't on their list, they actually saw them as less **thoughtful**and less **personal**.

Surprise is **overrated** — we're happier to get what we ask for. We do everything we can to keep gifts top secret: we wrap them so they don't look like they came from a **store**.

We **tear** the **price tags off**. But we are **spending** money here. If you want to **make** your gift **count**, stop obsessing about the moment of unwrapping and surprise.

Find out what the people that you love want and get it for them. This is You Are Here — a show about the **science** of everyday life. I'm Derek Thompson. Thank you for watching.

a wish list — список желаний to determine /dɪˈtɜːmɪn/ — определять appreciative /əˈpriːʃiətɪv/ — признательный versus — против

thoughtful — внимательный personal — личный

overrated — переоцененный a store — магазин

to tear off — отрывать a price tag — ценник to spend — тратить

to make something count — сделать что-то значимым

science — наука