



Полезная лексика по теме
«Видеоурок: изучаем
английский по ролику об
эффекте владения»

After **witnessing** the **violent rage** shown by babies whenever **deprived of** an item they **considered** their own, Jean Piaget, a **founding father** of child psychology, **observed** something **profound** about human nature. Our **sense of ownership** emerges incredibly early. Why are we so **clingy**?

There's a **well-established** phenomenon in psychology known as **the endowment effect** where we **value** items much more highly just as soon as we own them. In one famous demonstration, students were given a choice between a coffee mug or a Swiss **chocolate bar** as a **reward** for helping out with research. Half chose the mug, and half chose the chocolate. That is, they seemed to value the two rewards **similarly**. Other students were given a mug first and then a surprise chance to **swap** it for a chocolate bar, but only 11 % wanted to. Yet another group started out with chocolate, and most **preferred** to keep it rather than swap. In other words, the students nearly always put greater value on whichever reward they started out with.

to witness — быть свидетелем, наблюдать
violent rage — безудержная ярость
to deprive someone of something — лишать кого-то чего-то
to consider — рассматривать
a founding father — основоположник, родоначальник
to observe — наблюдать, замечать
profound — сложный, глубокий
sense of ownership — чувство собственности
to emerge — появляться, возникать
clingy /'klɪŋi/ — привязчивый
well-established — устоявшийся, общепринятый
the endowment effect — эффект владения
to value — ценить
a chocolate bar — плитка шоколада
a reward — награда, вознаграждение
similarly — одинаково
to swap — обменять
to prefer — предпочитать



Part of this has to do with how quickly we form **connections** between our **sense of self** and the things we consider ours. That can even be seen **at the neural level**. In one experiment, neuroscientists scanned **participants'** brains while they **allocated** various objects either to a basket **labeled** "mine", or another labeled "Alex's". When participants **subsequently** looked at their new things, their brains showed more activity in a region that usually **flickers into life** whenever we think about ourselves.

Another reason we're so **fond of** our **possessions** is that from a young age we believe they have a unique **essence**. Psychologists showed us this by using an illusion to **convince** three to six-year-olds they built a copying machine, a device that could create perfect **replicas** of any item. When offered a choice between their favorite toy or an **apparently exact** copy, the **majority** of the children **avored** the original. In fact, they **were** often **horrified** at the **prospect** of taking home a copy.

This magical thinking about objects isn't something we **grow out of**. Rather it **persists into adulthood** while becoming ever more **elaborate**. For example, consider the huge value placed on items that have been owned by celebrities. It's as if the buyers believed the objects they'd purchased were somehow **imbued with** the essence of their **former** celebrity owners. For similar reasons, many of us **are reluctant to part** with **family heirlooms** which help us feel connected to lost loved ones. These beliefs can even **alter** our **perception** of the physical world and change our athletic abilities.

a connection — связь
sense of self — чувство собственного «я», самоощущение
at the neural level — на уровне нейронов, нервов
a participant — участник
to allocate — распределять, размещать
to label — маркировать, наклеивать ярлык
subsequently — впоследствии, позже
to flicker into life — реагировать
to be fond of — любить, нравиться, обожать
possessions — собственность, имущество
an essence — суть, смысл
to convince — убеждать
a replica — точная копия
apparently — явно, очевидно, вроде бы
exact — точный
majority of somebody/something — большинство (детей, людей и т. д.)
to favor — отдать предпочтение
to be horrified — быть в ужасе, напуганным
a prospect — перспектива
to grow out of — перерасти, лишиться
to persist into adulthood — сохраняться во взрослом возрасте
elaborate — сложный, продуманный
to be imbued with — быть пропитанным, проникнутым
former — прежний, бывший
be reluctant — нежелающий что-то делать
to part — расставаться
family heirlooms /'eə(r), lu:m/ — семейные ценности/вещи
to alter — изменять, переделывать
perception — восприятие



Participants in a **recent** study were told they were using a **golf putter** once owned by the champion Ben Curtis. During the experiment, they **perceived** the hole as being about a centimeter larger than controlled participants using a standard putter and they **sank** slightly more **putts**. Although feelings of ownership emerge early in life, culture also plays a part. For example, it was recently discovered that Hadza people of northern Tanzania who are isolated from modern culture don't **exhibit** the endowment effect. That's possibly because they live in an **egalitarian society** where almost everything is shared.

At the other extreme, sometimes our attachment to our things can go too far. Part of the cause of **hoarding disorder** is an **exaggerated** sense of responsibility and **protectiveness** toward one's **belongings**. That's why people with this **condition** find it so difficult **to throw** anything **away**. What **remains** to be seen today is how the nature of our relationship with our possessions will change with the rise of digital technologies. Many have **forecast** the **demise** of physical books and music, but for now, **at least**, this seems **premature**. Perhaps there will always be something **uniquely satisfying** about holding an object in our hands and calling it our own.

recent — недавний
a golf putter — короткая клюшка для гольфа
to perceive — воспринимать, ощущать
to sink putts — загнать в лунку больше мячей
to exhibit — проявлять, показывать
an egalitarian society — общество, основанное на принципе равенства

at the other extreme — с противоположной стороны; и наоборот; как крайность
hoarding disorder — патологическая страсть к накопительству, синдром Плюшкина
exaggerated — преувеличенный
protectiveness — защита
belongings — вещи, принадлежности
condition — состояние, патология
to throw away — выбрасывать
to remain — оставаться, сохраняться
to forecast — прогнозировать
demise /di'maiz/ — прекращение существования, отказ от использования
at least — по крайней мере, как минимум
premature — преждевременный
uniquely — лишь, всего лишь
satisfying — доставляющий удовольствие