Scope and Sequence

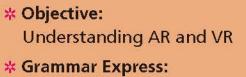| Topic	Skill Focus	Critical Thinking	Reading	Grammar Express	Real-Life Reading/Writing
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1 Online Shopping

Objective:
Understanding AR and VR

Grammar Express:
Using causative verbs

Real-Life Reading:
Understanding purchase orders

Critical Thinking

Group Work: Discuss the following questions. Then share your answers in class.

1. What is your shopping behavior?
   - Where do you go shopping?
   - How do you pay for your purchases?
2. What factors might change your shopping behavior?

Reading Skill

Scanning for Specific Information

When you **look for certain information** in a passage, you don't read everything. You move your eyes quickly across the page to look for information you need, such as section headings, numbers, key words, etc., to help you read faster.

A   Scan the article on the next page and look for the following information.

Numbers	96.1 _____ , 550 _____
Abbreviations	AR, VR
Names	What websites provide AR/VR services?

B   Collaborative Practice: Work with partners. Add more information to each category.

Numbers	money
Abbreviations	AR = augmented reality
Names	nationality
Symbols	%

Reading

Go over the text and answer the questions.

1. What are AR and VR?
2. What are some websites that support AR and VR technology?

How Do AR and VR Help You Shop Better Online?

Since the outbreak of the Covid-19 **pandemic**, shopping online has become the new normal. Just in 2020, Amazon has made US$96.1 billion. Even so, the return rate of Amazon reached an **estimated** US$550 million in the same year. People return things they buy for many reasons. They might get the wrong items or the products might be damaged. Maybe, it is simply because the customers don't need the products anymore. How can **merchants** stop people from returning products, keep their **profits** and satisfy the customer? AR and VR are here to save the day.

People may know about AR and VR, but what exactly do they stand for? AR stands for **augmented** reality. It is an image produced by a computer that is used together with a view in the real world. VR stands for **virtual** reality. The image and sound are produced by the computer and it **represents** a situation a person can take part in. With AR and VR, customers can shop more easily online.

Here comes the question: How exactly do AR and VR help people shop better? Let's take EyeBuyDirect as an example. It's an online store which sells all kinds of glasses. It offers virtual-try-on using AR and VR technology. You can upload your photo and see how each pair of glasses looks on your face to choose the best option for you. In addition to EyeBuyDirect, Quytech is a company which develops virtual-try-on apps for merchants and customers. The customers can scan their feet, body, or faces so they can "try on" products online before they make their purchases. The technology helps merchants **increase** their **conversion rate** and **decrease** their return rate.

AR and VR technology give people a whole new world to have a different shopping experience. The next time when you shop online, keep an eye on the websites to see if they offer virtual-try-on experiences. Then, you can stay safe and healthy and try on products at home without having to visit a regular store. What's better, you don't have to worry about getting products you do not like or that do not fit. What a wonderful and exciting shopping experience with modern technology!

Vocabulary

A **Match each word with the correct definition. Then write the part of speech for each word for how it is used in the text.**

1. pandemic _____; _____
2. merchant _____; _____
3. augmented _____; _____
4. conversion rate _____; _____
5. virtual _____; _____
6. estimate _____; _____
7. increase _____; _____
8. decrease _____; _____
9. profit _____; _____
10. represent _____; _____

a. a person whose job is to buy and sell things
b. money that is earned after paying the costs of the products and selling goods
c. the desired action taken by the person visiting a particular website, such as sales of products, membership registrations, video subscriptions, etc.
d. to guess or calculate the cost, size, or value of something
e. a disease existing in many areas in all groups of people, animals, or plants
f. to make something become larger
g. something that can be done or seen using a computer or a smartphone without going anywhere or interacting with anyone
h. having been increased
i. to make something become less
j. to speak or act officially for another person

B **Complete the sentences with the above words. Change the word form if necessary.**

1. If the registration action of a website takes about 10 minutes to complete, it lowers the _____.
2. The cost of the project has _____ over the last few months. If we go over the budget, the company might ask us to cancel it.
3. She always sells her products at a reasonable price, and she frequently donates money to charities. She earns credit for being an honest and philanthropic _____.
4. After the catastrophic earthquake hit the area, it was difficult to _____ how many buildings had been damaged.
5. He bought the house before the housing bubble affected the area. He sold the house at a huge _____ before the bubble burst.
6. To avoid dengue fever from becoming a _____ in the area, the government must take action against it.
7. The unemployment rate has _____. It has been the lowest over the past 13 months.
8. This old library has been _____ by a large donation from an anonymous billionaire. The curator of the library will remodel the old library and purchase more books.
9. Ted was involved in a serious lawsuit. He hired the top lawyer in the firm to _____ him in court.
10. This is a new _____ reality game in which you can build your house by hand.

Reading Comprehension

A **Write *T* (true) or *F* (false) for each statement.**

1. _____ Amazon lost money in 2020 because many people returned the things they bought.
2. _____ To see how a piece of furniture looks in your room, you can use VR technology to help you do that.
3. _____ To take part in a game with people online, VR technology is what you need.
4. _____ To see if a product fits you, it is still better to go into the store to try it on in person.
5. _____ AR and VR technologies give people different ways to shop online.

B **Choose the best answer to each question.**

1. How much did Amazon earn in 2020 right after the outbreak of Covid-19?
   a. 550 million
   b. 19 billion
   c. 96.1 billion
2. What is the main idea of the passage?
   a. How to use AR and VR technologies to create an app
   b. How to use AR and VR technologies to help you shop online
   c. How AR and VR technologies will change people's lives in the future
3. Which of the following is NOT mentioned as a reason people return products?
   a. They don't need it anymore.
   b. They get the wrong ones.
   c. They are in a bad mood.
4. Which of the following statements is FALSE about AR and VR technologies?
   a. You can virtually try on anything using AR and VR technologies online.
   b. To try on products online, you must contact Quytech to try on anything using its apps.
   c. Besides scanning your face, you can also scan your feet to try on shoes online.

5. What benefit CAN'T AR and VR technologies bring to merchants?
   a. Increase the conversion rate
   b. Decrease the return rate
   c. Enjoy a different shopping experience at home

C **Collaborative Practice: Go to the websites in the reading and try the AR/VR services provided and talk about how you feel. If possible, look for more websites that provide AR/VR services.**

Grammar Express

Causative Verbs

Causative verbs are the verbs that are used to talk about an action that is done by someone else. The speaker is responsible for the action. Common causative verbs are: *have, get, make,* and *let*. However, they differ in meanings when you use them.

Causative Verb	Form	Meaning & Example
have	S. + *have* + person + simple verb	To authorize someone to do something: I'll *have* Ted show you the library.
get	S. + *get* + person + to + verb	To persuade someone to do something: Anna *gets* Lynn to go to the party with her.
make	S. + *make* + person + simple verb	To ask or force someone to do something: John always *makes* me pay when we eat out.
let	S. + *let* + person + simple verb	To allow someone to do something: My mother never *lets* me watch horror movies.

A **Complete the sentences with the correct causative verbs.**

1. I _____ my friend repair my phone after I dropped it.
2. I am going to _____ a barber at a new hair salon nearby cut my hair.
3. My arm hurt, but my brother still _____ me move his heavy suitcase to his room.
4. When I was little, my mother never _____ me watch anything on TV, even cartoons.
5. I finally _____ my mother to buy me a new phone.

B **Look at the paragraph. Look for four mistakes and correct them.**

Last Saturday, I visited my grandparents' house in the countryside. They had a beautiful garden with many flowers and fruit trees. My grandmother had me to water the flowers and to plant some seeds.

Later, my grandfather got me picking up some passion fruit and let me tasting it. The passion fruit was perfectly ripe. We had a wonderful time making some passion fruit jam and having a delicious afternoon tea!

1. _____ 2. _____

3. _____ 4. _____

Real-Life Reading

Understanding Purchase Orders

Fill out the blanks in the purchase order with necessary personal information.

> a. No. 123, 3F, Happy St., Queen Dist., Kaohsiung, Taiwan
> b. 0956-723-579   c. Mei-ling Chen   d. 1234-5959-6489-7659
> e. 546   f. 05/30

Purchase Order
Name: ❶ _____
Contact Phone: ❷ _____
Delivery Address: ❸ _____
Payment Information
You chose to pay with: ☐ ATM Transfer ☑ Credit Card ☐ Pay Upon Receipt
Card Number: ❹ _____
Valid Through: ❺ _____
CVV: ❻ _____
Billing Address: ☑ Same as delivery address ☐ Bill to: _____