

1. Answer the questions according to the passage.

a) What does the metaphor “glued” refer to in the first line?

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b) Why are they defined as the best customers in the new world?

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c) Why are the retailers creating online stores?

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d) What is the best way to capture this generation according to Angie Read?

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e) What would be the best title for this text?

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2. There was once no mobile phone or the Internet. People used to live without technology. Things were so different in terms of shopping as well in those years. Talk to one of your parents and compare shopping culture in their time and shopping today. Write some of the differences below.

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