**“from I Want That!” Study Guide**

1. **According to the author, what is one reason why Simon Patten’s ideas about consumption make people “uneasy”?**

His ideas about consumption promote waste and misuse of resources.

1. **What does the author mean by the term “buyosphere?”**

He created this term to describe all the places where people shop.

1. **According to the author, what important change occurred around the time of Adam Smith?**

After Adam Smith, people began to see buying things as a way of helping the economy rather than saving as much money as possible as they had in the past.

1. **Why does the author say we “yawn at a superstore”?**

Because we are exposed to so much abundance, we take it for granted.

1. **According to the article, what reasons do people have to be opposed to consumerism?**

It is exploitative of workers in other countries, it depletes the environment, and the trade deficit of the United States cannot be sustained.

1. **What claim does he make to defend superstores?**

Because it gives us the freedom of choice, it allows us to express our freedom.

1. **Explain what the author means when he says that “austerity has become a luxury” (line 11). What evidence supports his claim?**

He means that the type of simple lifestyle that used to be the norm is now something that only a select few can afford. As evidence, he says that people who want to simplify their lives have become a “market segment.” Products are targeted to them, and “magazines are published to tell people what they need to buy to achieve a simpler life.” (lines 9–10). People need to be either very wealthy or very smart shoppers to achieve this.

1. **Why does the author include the example of the “Four Musts” in 1970s China?**

He includes the example to contrast the very specific things that the Chinese aspired to (a bicycle, a radio, a watch, a sewing machine ) with the intangibles, such as comfort and modernity, that we aspire to today. Unlike the watch or the bicycle, the definition of these things keeps changing, so we keep wanting more.

**Vocabulary**

Superfluity: an excess of something

Intangible: difficult to define or detect

Exhort: to appeal to someone urgently; to plea

Apathy: a lack of caring