

One major finding is that spending money for an experience—concert tickets, French lessons, sushi-rolling classes, a hotel room in Monaco—produces longer-lasting satisfaction than spending money on plain old stuff.

“‘It’s better to go on a vacation than buy a new couch’ is basically the idea,” says Professor Dunn.

Thomas DeLeire, an associate professor at the University of Wisconsin discovered that the only category to be positively related to happiness was leisure: vacations, entertainment, sports and equipment like golf clubs and fishing poles.

46. What’s the dark side of American consumers’ saving more and spending less?
- A) The job and housing markets will become even weaker.
 - B) There is little hope that the American economy will recover soon.
 - C) More and more retailers and marketers will have to go bankrupt.
 - D) It’s possible that the American economy will rebound sooner.
47. What makes consumers happier according to the new studies?
- A) Overcoming the economic crisis.
 - B) Affording anything at any time.
 - C) Spending money for an experience.
 - D) Having as much money as other people.
48. What will happen if customers keep their spending habits formed in the economic downturn?
- A) They will get goods and services much cheaper.
 - B) It’s likely that they spend more time indoors.
 - C) Retailers will change their business strategies.
 - D) They will enjoy better services and experiences.
49. What surprises Elizabeth W. Dunn according to the passage?
- A) There is little about how to spend money to make people happy.
 - B) Consumers unconsciously adjust their spending habits to be happy.
 - C) People started researches on consumption-happiness relationship so early.
 - D) Happiness is proved to have nothing to do with consumption.
50. Scholars such as Prof. Dunn and Prof. DeLeire agree that _____.
- A) richer people feel happier and more satisfied
 - B) most consumers prefer leading brands like Armani
 - C) spending on vacations brings long-term happiness
 - D) people should curb their spending on material things

Passage Two

Questions 51 to 55 are based on the following passage.

The internet looks like an adman’s dream. Counting how many times an advert on a bus shelter has been viewed is impossible; counting clicks on a blinking banner ad is a *doddle* (轻而易举的事). But knowing where each click came from, and how many people are clicking, is harder than it appears.

Firms dedicated to click-counting put code on websites that reports the times, origins and frequencies of visits, or get consumers to install it buried in browser plug-ins or mobile apps. These record web-users’ digital calling-cards: the internet-protocol (IP) addresses of the devices they are using. But to assume that each IP address represents a single user in its country of registration is a wild oversimplification.

A new report published on November 4th takes a different approach. Global Web Index (GWI), a market-research firm with local partners in 32 countries, surveys 170,000 consumers a year and recently began to ask detailed questions about internet use. It puts North Korea and India in the top three for Facebook users. Similar Web, which does IP-based analysis, does not even put North Korea in the top ten.

One reason for the difference is that in many developing markets devices are widely shared. Conversely, more than three-quarters of respondents in the GWI report said they used more than one device. Another factor is the spread of virtual private networks (VPNs) and *proxy servers* (代理服务器), which make it possible to surf the web through a foreign server.