

Window Shopping Assignment
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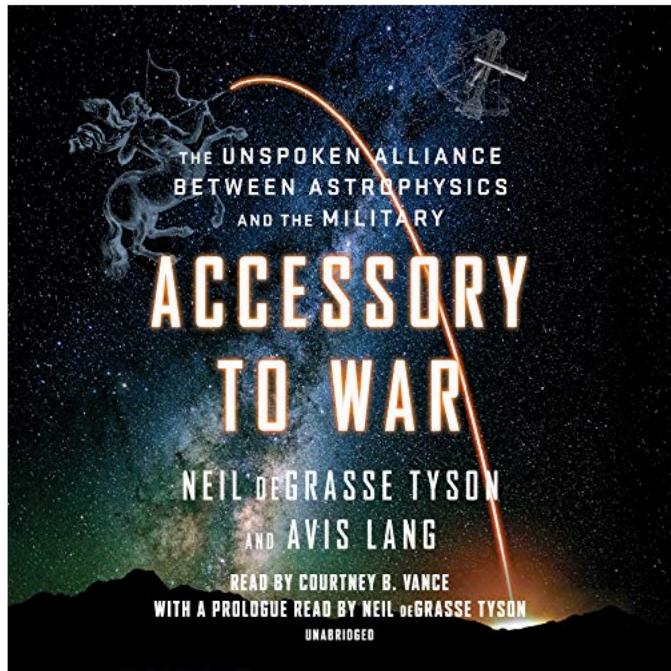
Travel Mug: YETI Rambler 20 oz Stainless Steel Vacuum Insulated Tumbler w/MagSlider Lid

I searched for this product on Amazon. I picked it because it was one of the first results and from my previous experiences with the brand YETI makes good products.



A new book to read: Accessory to War: The Unspoken Alliance Between Astrophysics and the Military

I searched for this product on Amazon. I chose this book to read because it was Neil deGrasse Tyson's newest book, I've bought the majority of NDT's books, so this was also one of the first results that came up when I started searching.



Where to eat dinner in Champaign or Urbana in Illinois (\$100 budget for 2 people): Ko Fusion

I searched for this on Google. After searching on google for “Where to eat dinner in Champaign or Urbana in Illinois” the first result was a TripAdvisor article on the 10 best restaurants for group dining in Champaign. After clicking into this article I was interested in Ko Fusion because the food looked aesthetically pleasing and I enjoy Japanese food.



[A hotel or Airbnb in Florence, Italy \(2-4 days, max budget \\$100 dollars a person a night - you can decide how many people are on this trip\):](#)

I searched for this on Google. After searching on google for “A hotel or Airbnb in Florence, Italy” the first result was Airbnb’s website. After opening Airbnb’s website, I searched for an Airbnb for 4 days in Florence and found an apartment in the historic center of Florence. Perfect for my one person getaway to Florence, I was attracted to this apartment in particular because of the loft and the look of the apartment.

APARTMENT IN THE HISTORIC CENTER OF FLORENCE

★ 4.86 (197) · Superhost · Florence, Toscana, Italy

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Entire loft hosted by Annalisa

4 guests · 2 bedrooms · 3 beds · 1 bath



\$38 /night

★ 4.86 (197)

Reflection:

Something I find very evident while reviewing my online shopping tendencies is that I tend to choose one of the first results that appear on my search. May this be a Google search for an Airbnb or Amazon search for a book, I start reviewing my options from the top down and I am therefore much more likely to choose one of the first few results even if there is a superior product on the next page. Seeing as the highest rated products and/or sponsored products are generally pushed to the top of these results I am extremely susceptible to being manipulated into buying a product that has paid for fake review or paid for their product to be first. When I order online unless I am ordering something on the cheaper end from a company I don't recognize, I don't check the reviews. However, from the readings on fake reviews it has informed me that this plan of action is not always a reliable one. When buying a product from an unknown company I now ask around to friends and family to see if they have bought any similar products and have any advice for me.

I also find it slightly strange that without even thinking about it I searched for a mug and book on Amazon and then switched to Google for my other two searches. This is something I don't put much thought into; however, thinking more on the topic I realized there are certain categories that I relate with different platforms. For example, Amazon doesn't need to advertise to me that it is the place to buy household items and appliances. I will without a second thought pull up Amazon to look for these things and only in the case where I can't find them will I Google search the product or in rare cases go to the brands website.

