

Forget Black Friday - Cyber Monday Madness Begins And At Least They Won't Get Pepper-Sprayed

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Black Friday is the day following Thanksgiving Day in the United States, traditionally the beginning of the Christmas shopping season. On this day, most major retailers open extremely early, and offer promotional sales to kick off the shopping season, similar to Boxing Day sales in many Commonwealth Nations. Black Friday is not actually a holiday, but some non-retail employers give their employees the day off, increasing the number of potential shoppers. It has routinely been the busiest shopping day of the year since 2005. Cyber Monday is a marketing term for the Monday immediately

following Black Friday, the Friday following Thanksgiving Day in the United States, created by companies to persuade people to shop online. The term made its debut on November 28, 2005 in a Shop.org press release entitled "'Cyber Monday' Quickly Becoming One of the Biggest Online Shopping Days of the Year."

According to research firm comScore, Black Friday saw \$816 million in totality for online sales, making it the heaviest online spending day to date in 2011 and representing a 26-percent increase versus Black Friday 2010. Thanksgiving Day while traditionally a lighter day for online holiday spending, achieved a strong 18-percent increase to \$479 million. IBM Benchmark data also showed sales from mobile devices were up 7.4 percent but brick-and-mortar sales still dwarf the online total for this year's Black Friday at \$11.4billion. This year's numbers for Cyber Monday are expected to be bigger than ever. In the first 25 days of the month, online sales have totaled \$12.74billion. Fifty million Americans visited online retail sites on Black Friday - up 35 percent from a year ago, comScore said. Each of the top five retail sites reported double-digit gains in visitors, in percentage terms, led by top retail site Amazon. Walmart ranked second, followed by Best Buy, Target and Apple. Online retailers reported an even stronger start to the holiday shopping season than brick-and-mortar stores on the day after Thanksgiving.

During the Black Friday madness a woman allegedly pepper-sprayed fellow Walmart shoppers in a fight over Xbox 360 consoles in California. Now, next up is Cyber Monday, when many online retailers run promotions for the first business day of the week following Thanksgiving.

Cyber Monday sales topped \$1 billion last year, making it the heaviest day of online spending ever. ComScore expects another record will be set this year. Retailers are expected to post a record \$1.2 billion in online sales this Cyber Monday, only the second time a billion dollars in online commerce has occurred in one day. The estimate, by online tracker comScore, compares with last year's \$1.03 billion and shows the power that Cyber Monday carries with holiday shoppers.

1. In appropriate paragraph form, compare and contrast the differences and similarities between Black Friday and Cyber Monday. Thoroughly explain your reasoning and provide specific artifacts and evidence limited solely to passage above to support your response. Create and illustrate a Venn Diagram to effectively explore relationships and patterns and to make arguments about relationships between sets. **(LA.910.3.2.2; LA.910.1.6.2; MA.912.D.7.2; MA.912.A.10.1)**
2. Use the current IBM Benchmark data regarding sales via mobile devices and assume sales will continue to progress at a constant rate for the next 3 years. Write a function rule to describe this relationship and create a table. Identify the dependent and independent variables. Graph the data, create a mapping diagram, and determine whether a function exists via the Vertical-Line Test. Answer the following in complete sentences: Find the ratio for each pair of data in the table. For every increase of 1 year on the horizontal axis of the graph, what is the increase on the vertical axis? What do you notice about your answers to years two and three and the coefficient in the function rule? Is each equation a direct variation? If it is, find the constant of the variation. Given the results in your table, use inductive reasoning to find the next two years in the pattern. **(MA.912.A.1.4; MA.912.A.2.13; MA.912.A.10.1; MA.912.A.2.2; MA.912.A.2.3; MA.912.A.2.4...)**
3. In 2011, Black Friday saw \$816 million in totality for online sales, equating to a 26-percent increase. Thanksgiving sales had an 18-percent increase at \$479 million. 50 million Americans visited online retail sites reflecting growth of 35-percent. Using either the percent equation or proportion method, determine the monetary figures of each for 2010. What do these figures suggest regarding the economy and spending in America? Explain. **(MA.912.A.1.1; MA.912.A.2.13)**
4. Using contextual clues only, define the following italicized words: *totality*, *console*, *mortar*, and *commerce* as obtained from the passage above. Additionally, use each word in a complete sentence to demonstrate further comprehension. **(LA.910.1.6.3; LA.910.1.6.1)**
5. **SARASOTA MILITARY ACADEMY WORD-OF-THE-WEEK** Create a concluding paragraph aligned with the passage above using the following italicized word: *Culpable*. (*adj.*) *Deserving blame*. **(LA.910.1.6.1; LA.910.1.6.5)**

Next Generation Sunshine State Standards adapted from floridastandards.org. Standards specifically addressed in this edition are strategically aligned with state standards and annotated adjacent to the respective inquiry.

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