



Gateway - 스포츠 팬덤의 장단점



Advantages and disadvantages of sports fandom

- (1) Sport can trigger an emotional response in its consumers of the kind rarely brought forth by other products.
- (2) Imagine bank customers buying memorabilia to show loyalty to their bank, or consumers identifying so strongly with their car insurance company that they get a tattoo with its logo.
- (3) We know that some sport followers are so passionate about players, teams and the sport itself that their interest borders on obsession.
- (4) This addiction provides the emotional glue that binds fans to teams, and maintains loyalty even in the face of on-field failure.
- (5) While most managers can only dream of having customers that are as passionate about their products as sport fans, the emotion triggered by sport can also have a negative impact.
- (6) Sport's emotional intensity can mean that organisations have strong attachments to the past through nostalgia and club tradition.
- (7) As a result, they may ignore efficiency, productivity and the need to respond quickly to changing market conditions.
- (8) For example, a proposal to change club colours in order to project a more attractive image may be defeated because it breaks a link with tradition.



01편 - 강경한 협상가의 결점



A tough negotiator's fault

[1] I have known several negotiators guilty of hubris.

[2] They often dig their own graves because once they have made a take-it-or-leave-it offer, they can't tolerate the thought of losing face by returning to the table.

[3] You may argue that it's important to display toughness and resolve to the other side.

[4] However, earning a reputation for being tough doesn't serve you well at the negotiation table.

[5] Indeed, a reputation as a tough negotiator leads to a number of highly undesirable outcomes — for example, counterparties will treat you with greater suspicion and act much tougher than they normally would.

[6] In an investigation of how bargaining reputation affects how others treat you, Cathy Tinsley found that "tough guys finish last," meaning that people negotiate more aggressively with those who have a reputation for toughness.



02편 - 고위험 활동이 불안 수준에 미치는 영향



Effects of high-risk activities on anxiety levels

[1] Some individuals with high levels of trait anxiety may turn to extreme activities as a way of managing their anxiety.

[2] It seems that they avoid the problems and anxieties of everyday life by throwing themselves into an absorbing activity, such as an extreme sport, in which they are more likely to succeed.

[3] Evidence in support of this idea came from a study comparing mountaineers with practitioners of judo (considered a low-risk sport).

[4] The results showed that mountaineers with high levels of general anxiety experienced significantly lower levels of general anxiety once they had completed their climb.

[5] Paradoxically, the high-risk activity of climbing appeared to have a calming effect on these naturally anxious individuals.

[6] No such effect was observed in the judo comparison group.

[7] The researchers suggested that the intense focus required for climbing served to divert the climbers' attention away from their chronic anxieties on to an external and objectively threatening situation that they felt able to control.



08편 - 산업화 이전의 사회에서 다자녀 가구의 양육 방식



The Method of Multi-Children's Households in the Pre-industrial Society

[1] We have seen many examples of primate societies in which other community members lend parents a hand with childcare.

[2] In many preindustrial societies, parents receive even more help when they have too many children to raise.

[3] Foster care of young, or temporary adoption, is a common solution for families in preindustrial societies who have too many children.

[4] Fostering differs from adoption in that the bond between biological parents and children is not terminated.

[5] The child goes to its foster parents after weaning, but can return to its biological parents at any time if the arrangement doesn't work out.

[6] Biological parents continue to interact with children they have fostered out and remain concerned about them, but allow another family to raise them.

[7] In this way, children do not lose their biological parents and are raised by individuals who are better able to care for them.

[8] Permanent adoption, with a complete separation of the parent-child bond, is rare in these societies.



04편 - 지식의 상대적 속성



Relative Properties of Knowledge

[1] One of the persistent myths of mainstream society is that the knowledge we study in schools is factual and neutral.

[2] Yet we know that knowledge evolves over time and is dependent on the moment in history and the cultural reference point of the society that accepts it.

[3] Thinking critically involves more than just acquiring new information in order to determine which facts are true and which false.

[4] It also involves determining the social, historical, and political meaning given to those facts.

[5] This determination includes assessing the investment various groups may have in furthering or challenging those meanings in any particular historical moment.

[6] For example, there was a time when it was not widely understood that the Earth is round.

[7] Common sense might tell us that it is flat, and anyone looking out over a vast landscape would have this sense confirmed.

[8] Yet when scientific reasoning and more accurate technological methods for measuring the Earth emerged, the knowledge or "fact" that the Earth is flat was rewritten.