


Examination 20 min

次の文章を読んで、問1～4に答えなさい。

On July 28, I woke up before the crack of dawn (4 a.m., to be exact), hailed a cab, and headed down to the Apple retail store on Fifth Avenue in Manhattan. I joined the crowds in line to buy my husband the birthday present he coveted: the new iPhone*. He had
5 spent days examining the iPhone in the store and online to determine exactly what he wanted, and ⁽¹⁾he had me memorize the specifications in case I made it through the line before he arrived. As I waited for hours, I went over the details: 16 GB, 4.5-inch display, black; 16 GB, 4.5-inch display, black. I was nearing the
10 front, when my husband arrived. At the counter, he said, much to my surprise, “I changed my mind. I’ll have the (A).”

“I thought you told me that white would get dirty more easily, and that (B) was more sophisticated,” I responded.

He replied, “Everyone is getting the (C), though. I can’t
15 carry around the same thing that everyone else has.” He knew which one he wanted, the reasons why he wanted what he wanted, and he knew that he had arrived at the decision by himself. Yet, at that final moment, he changed his preference because, simply put, he did not want to be a copycat.

20 The “not a copycat” impulse is, in fact, well researched and documented. My favorite example is a study conducted by Dan Ariely and Jonathan Levav at a popular small-town bar and restaurant. They had a server visit each table of two or more

people with a menu that gave a short description of four different
25 beers from a local brewery. Each customer could choose to try one
free sample. For half the tables, the server took customer orders
sequentially, as is the norm at restaurants, while for the other half
he requested that each person mark his or her choice on a card
without discussing it with anyone else at the table. While it was
30 common for two or more people at the same table to order the same
beer when they filled out the cards, there was much less overlap
when people heard what others at their table were ordering. That
is to say, the sequentially ordering customers selected a variety,
often choosing all the available samples, with no single beer
35 commanding a majority of the orders. This seems like the ultimate
customization, no? Everyone gets exactly what they asked for, and
no one feels pressured to try the same drink.

But when asked afterward to rate their free samples, it turned
out that regardless of which beer they had chosen, people who
40 chose in sequence were less satisfied with their choice; instead,
they reported wishing that they had chosen a different beer. On
the other hand, when people ordered privately they reported being
happier with their sample, even though they were much more
likely to be drinking the same beer as everyone else at the table.
45 Most tellingly, only one person at each of the sequential-order
tables was as satisfied as the people who had ordered
independently: the person who had ordered first.

The first person to order had no other obligation than to be
true to himself, but each subsequent customer who had been

50 planning to order the same beer was faced with a dilemma. They
could have simply said, “Funny, that’s just what I want, too!” or
pushed aside their self-consciousness about ordering the same
thing, but the desire to assert their independence led them to
settle for their second choice. Once someone else had claimed their
55 first choice, ordering the beer they wanted most became
subordinate to showing that they could choose a beer on their own,
thank you very much.

As we form and express our identity, we need others to see us
as we see ourselves. We want to find common ground, but not be a
60 copycat. The need is so powerful that (2)we may even behave in
ways inconsistent with our true desires in order to avoid creating
the “wrong” impression.

注

iPhone スマートフォンの一機種

問1 下線部(1)を日本語に訳しなさい。

問2 空所(A)～(C)に入る最も適切な1語を、それぞれ本文
中から抜き出し、解答欄に書きなさい。

問 3 本文で紹介されている実験及びその結果について、適切に述べている文を下から二つ選び、記号で答えなさい。

- (あ) Dan Ariely and Jonathan Levav visited tables at a restaurant to take orders from customers.
- (い) The customers tended to order the same beer as the others when they heard the others' choices.
- (う) The customers who had independent choices turned out to be more satisfied with their own choices than those who chose in sequence.
- (え) The privately ordering customers more frequently had the same beer as the others in their group.
- (お) The second customer at each of the sequential-order tables often pushed aside his or her self-consciousness and ordered the same beer as the first customer.
- (か) The variety of different choices that sequentially-ordering customers made suggests that everyone got exactly what they desired.

問 4 下線部(2)はどういうことを言っているのか。スマートフォンとビールの例に触れ、かつ、the “wrong” impression の内容を明らかにしながら、90 字以内の日本語で説明しなさい。ただし、句読点も 1 字に数えます。