

## Electronic Treasure Hunters by Laird Darren Gallagher

How many of you folks out there have lost someone in your family to eBay? Wow, I can hear you all from hear saying 'Don't talk to me about eBay, I'm sick of it!' And rightly so but I think I've worked out why....you see, there is a driver behind it.

Let's talk first about the 'Hunter Gatherer', that pre-agricultural practice of harvesting from the wild. This was presumably the key strategy employed by human societies for more than two million years prior to the end of the Mesolithic period. Now while it was the fellas that did it primarily, this primal instinct lives within all of us. Ever had a tendency to focus on only one activity at any given time, and basically unable to do two things at once?

Think about the last time, that you tried to talk to someone while they were trying to watch sport on TV. Their response was most likely very primal, though instead of saying 'Ugh', they were saying 'Yep, rightio, will do' – though not really listening to anything other than the commentators gripping account of whatever it was he was watching.

Now let's think about eBay. It has the lure of being on the computer, so that need to sit in front of a TV is met, but not only that, this need to 'Hunt' is also catered for. You can search relentlessly for hours on end as you try to nail down that one or two items that you need in the cave. Once you find them naturally, like a predator moving in for a kill, you will not bid immediately, though will wait patiently, watching the item from afar until the auction is almost at an end.

Then, without warning or discussion with the family member that actually handles the money, you will pounce and purchase pretty much anything you can think of. I call this the 'Thing ... Must ... Have' thought process whereby the natural instinct takes over and you draw not a club, but a credit card to enable the kill. So folks, resent them not for the bar, guitar or lace bra that they felt you needed in your lives for they a but human and where once they roared, now they bid.

Auction Closed.



Electronic Treasure Hunters

by LAIRD DARREN