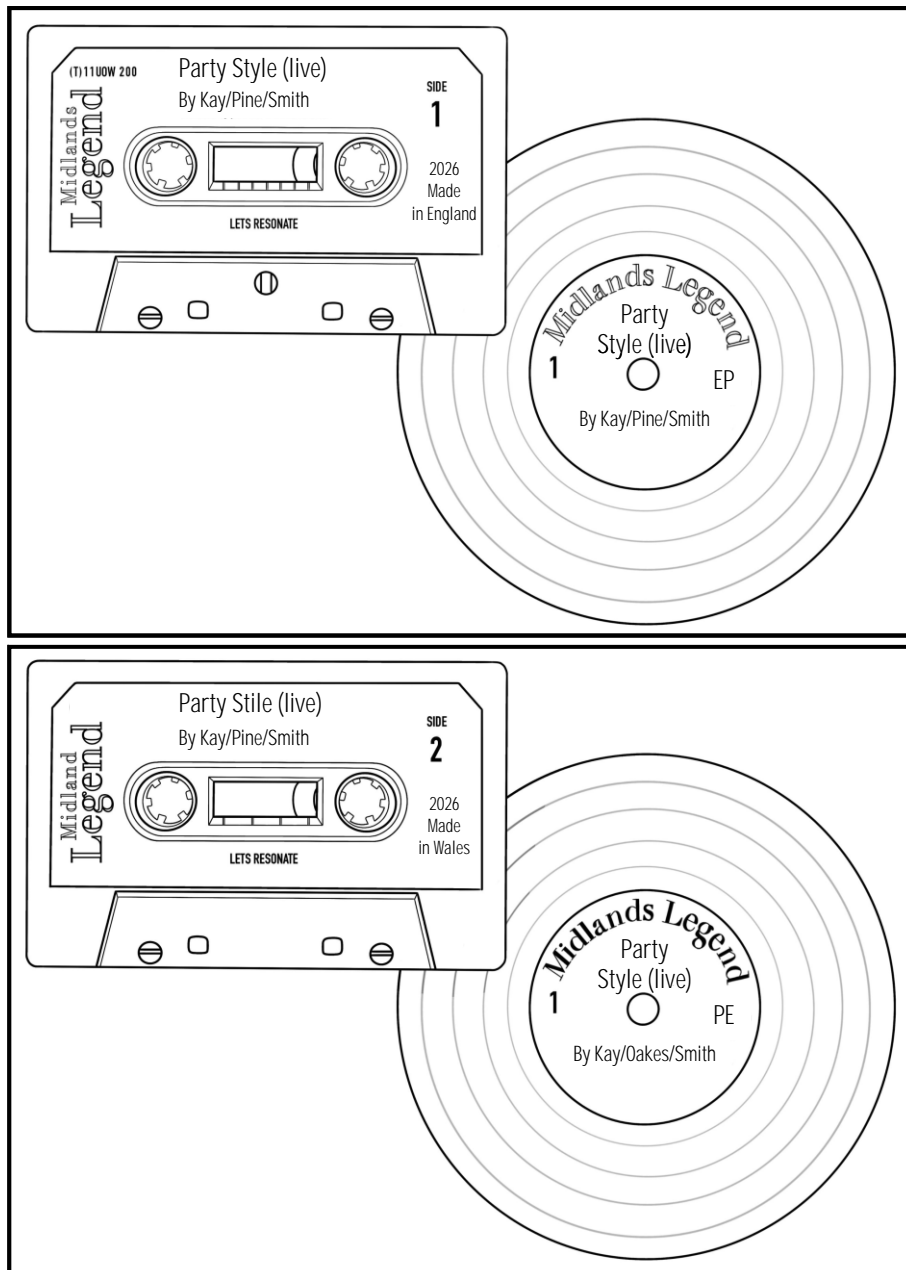


# 12 Being a Collector

For some people, collecting items gives them a huge amount of fun and pleasure. Cassette tapes and vinyl records are a great example of things people like to collect.

**YOUR CHALLENGE:** Can you find the 10 differences between the two images below? And once you've found them all you could colour in the images as well!



Tom works in the Department of Psychology where he is trying to understand why some items become collector items, and what makes people want to collect them.

Tom's work helps us to understand human motivation – why people do what they do – especially when it comes to buying things. His work is helping people, and society, understand their habits as a consumer (buyer and user of things) which can help people make less risky buying choices.