《社交新潮流：开箱晒单》

在购物网站买完东西以后，卖家都会鼓励买家进行评论，如果能够晒图评论就更好。这是因为，卖家说得再好，那也是广告效应，买家想看的是商品到手以后真正的样子，如果有买家拿到商品以后直接拍照晒单，那么其他买家在下单的时候就可以有更多参考了。这就是我们今天要说的unboxing。

Unboxing is an act or instance of removing a newly purchased product from its packaging and examining its features, typically when filmed and shared on a social media site.

Unboxing??????????????????????????????????????“????”?

Some consider the popularity of this practice is due to the ability of showing the product exactly for what it is without any adulteration advertisers usually make around the product. Being able to see what you are getting can contribute to the decision process.

??

For example:

Check out the full review, as well as some unboxing pics by hitting the link.

??????????????????

??unbox??“??”???????17??????????????2015??
??????unbox????unboxed???unboxing??????????????

简答网 —jiandongshicai.cn—