Scripts people live in the marketplace: an application of script analysis to Confessions of a Shopaholic

Article

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Beliefs about:
1. Self – ‘Sleeping Beauty’
2. Others – ‘Out to stop me’ (bank/credit cards/father ‘Come to rescue’ (friends/partner/mother)
3. Life – ‘If I could buy more I’d be happy’

Repressed Feelings:
Desire, frustration, guilt, gratitude

1. Observable behaviour
   - ‘look what I got’ (shopping to excess))
   - ‘see if you can stop me’ (lies to cover up/avoiding intimacy)
   - ‘Overdraft’ (tears when cornered)
2. Internal experiences
   - desires
   - how bad I’ve been
3. Fantasies
   - ‘the girl in the green scarf’ (known for what is bought)
   - best of everything
   - endless shopping

1. Reinforcing Memories
   - Father tells you what to be, mother shows you how
     - ‘be cute’, ‘don’t think’, ‘don’t grow up’.
2. Reinforcing events
   - new jobs
   - boyfriend/marriage
   - baby
   - new home
3. Reinforcing messages
   - ‘they said I was a valued customer, and now they send me hate mail’
   - ‘for everything else there is Mastercard’

Possibility for transformative events/messages that change script