

c. Psychologists in New York City studied social proof.

**EXPLAIN** Answer the questions. Write the paragraph number where you found your answers.

1. What is social proof? Paragraph: 2

Social proof is how other people's actions influence us.

2. Why are businesses interested in social proof? Paragraph: 3

They want to influence us to buy their products.

Something become popular?

3. Why do people follow the advice of experts? Paragraph: 3  
because experts are knowledgeable.

4. Why are travel and book-review websites popular? Paragraph: 4  
People are interested in consumers's opinions.

5. What is probably the best advertising of all? Paragraph: 6  
a friend's recommendations.



### CRITICAL THINKING STRATEGY

#### Putting ideas in order

Reading passages can be organized in different ways. Sometimes the most important ideas come first. We say that those passages are organized in order of importance. Many reading passages in English are organized in a linear sequence. That is, the ideas flow from one to the other in a regular order. Sometimes the sentences state the order clearly using signal words like *first*, *second*, *next*, *then*, or *finally*. Sometimes the passage does not use those words. When you are trying to remember a reading passage, put the ideas in order as you read. Use the signal words to help you.

Look at the signal words in these sentences from Reading 2.

*First*, experts often influence our actions and purchases.

Other consumers also influence our purchases. . .

The third type of social proof comes from crowds.

*Finally*, there is the social proof of friends.

**iQ PRACTICE** Go online to watch the Critical Thinking Video and check your comprehension. *Practice > Unit 1 > Activity 8*

**D CATEGORIZE** According to the article, there are four groups of people who give social proof. Which groups do you think influence you the most? Number them from 1 (most important) to 4 (least important). Then explain why you gave the answer that you did.

2 experts

1 other consumers

3 crowds

4 friends

Your explanation: Because other consumers have similar consumption tendencies to me.

**E. APPLY** Complete the paragraph with words from the box.

advertising behavior	consumers experts	friends influence	recommendations
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Social proof is how other people's actions influence us. A group of people can influence the behavior of others. Experts

can influence our actions and purchases because they are knowledgeable.

We also sometimes buy things because of other consumers,

even if we don't know them. But the people who influence us most are our

friends because we trust their recommendations. That may be the best advertising of all.

**★ IDENTIFY** According to the magazine article, which of the following are examples of social proof? Check (✓) all that apply.

VIDEO V  
combine  
or mix tw  
things to  
service (o  
or the qu  
done by  
serving a  
chain (in  
stores, f  
are own  
person  
atmos  
mood  
place

# LANGUAGE

rms are  
than  
emic  
ample,  
review  
mon as  
rbs.

OPAL  
ademic Lexicon

**B. IDENTIFY** Read the sentences. Write N (noun) or V (verb) for each bold word.

- V 1. My brothers **study** in the kitchen every night.
- N 2. The **study** showed important changes in trends.
- V 3. Steven wanted to **comment** on Lilly's presentation.
- N 4. I saw the **comment** Penny wrote on the website.
- N 5. My grandparents had an important **influence** on me.
- V 6. My friends often **influence** my book choices.
- N 7. Dr. Lee's **research** on weather is very interesting.
- V 8. Tom will **research** many colleges before making a decision.
- V 9. It is helpful to **review** your notes before a test.
- N 10. After I read the movie **review**, I didn't want to see the movie.

**C. APPLY** Complete each sentence with a noun or a verb from Activity B. For verbs, use the correct form of the simple present.

1. Don studies in the library at night.
2. Faisal usually reviews books for the college newspaper.
3. The weather has a strong influence on farmers' fruits and vegetables.
4. Ramona always comments on my clothing.
5. Carol researches news stories for her job at a magazine.
6. Allen's study is on the psychology of teenage shoppers.
7. There are only a few comments from my teacher on my essay.
8. TV commercials often influence our decisions about which products to buy.

**iQ PRACTICE** Go online for more practice with word families.  
Practice > Unit 1 > Activity 9



The verb *believe* is not used in the present continuous.

**B. APPLY** Complete each sentence with the present continuous of the word in parentheses. Remember to add the correct form of the verb *be*.

1. Companies are using (use) new ways of advertising to reach their customers.
2. Young people are following (follow) new trends in fashion.
3. Teenagers are copying (copy) their friends and doing the same things.
4. They are buying (buy) the same clothing and the same devices.
5. Customers are complaining (complain) that the advertisements are too boring.
6. Through online videos, Blendtec™ is spreading (spread) the word about its products.
7. The company is improving (improve) its reputation by using customers to share their ideas.
8. This month our store isn't advertising on the radio, so we are losing (lose) some customers.
9. I think you are being (be) very silly about following new trends.

UNIT 1 Why does something become popular?

**TIP FOR SUCCESS**  
When you have ideas before think of as you can need to use them. Just use them.