

UNIT 11 A

SCIENCE

1A 11.1 Order tips a–d in the most logical way. Listen and check.

How to **have** a scientific **breakthrough** – the four necessary steps:

- a ☐ **Analyze the evidence.** Does it **prove** your **theory**?
- b ☐ **Identify a problem** and **make** a **hypothesis**.
- c ☐ Try to **reach** a **conclusion**. Then **publish** the **results**.
- d ☐ **Carry out research** to investigate it.

Do experiments, if necessary, and **gather** as much **data** as you can.

2 Read the text and complete collocations 1–8 with verbs from exercise 1. You may need to change the form of the verb.

Last year, Dr. Rose Silverstein, from our university, ¹ _____ a series of **experiments** to investigate the effect of background music on shopping behavior. She wanted to ² _____ the **hypothesis** she had started to research earlier: that everything from music volume to tempo could influence how consumers spend money. Dr. Silverstein spent six months interviewing customers and ³ _____ **data**, and she has ⁴ _____ some fascinating **conclusions**. She plans to ⁵ _____ the **results** next month. Apparently, loud and upbeat music tends to encourage customers to shop faster and spend less. She needs to ⁶ _____ the **evidence** a bit more, but she may ⁷ have _____ a scientific **breakthrough**. At the very least, she has ⁸ _____ **a problem** that has concerned many store owners.

11.3 Complete the chart, using a dictionary if necessary. Listen and check. Then complete sentences 1–5 with words from the chart.

field		person
	psychology	_____
	_____	economist
	the law	_____
	_____	archeologist
	geology	_____

- 1 My brother studied _____ in college and now he works for the Treasury Department as an _____.
- 2 _____ is a fascinating topic and helps people who are anxious or depressed. But there aren't enough trained _____.
- 3 If you don't obey _____, you might find that you need a good _____!
- 4 I went on a tour of an ancient Roman city over the weekend, led by a well-known _____. It was so fascinating I was sorry I hadn't studied _____.
- 5 _____ is an important field that teaches us how to use our natural resources effectively. In fact, our government needs to hire more _____.