

Why we love Black Friday



Listen to this video about this shopping event. Choose the best alternative to complete the statements

- During Black Friday, a huge mass of flood malls and shops.
a) actual retailers b) potential buyers
- Collective buying frenzy is triggered by the media and.....
a) savvy marketeers b) potential buyers
- According to the lecturer, people look like.....
a) a weird buying zombie army b) hunter-gatherer ancestors
- Our brain operates as if we were living 200.000 years ago because.....
a) our needs didn't evolve that much b) nothing in the world changed
- He compares..... to our ancestors' custom of hunting and gathering.
a) evolution b) buying
- The process we go through in Black Friday generates.....
a) anxiety b) dopamine
- Dopamine is directly related to,
a) addictions b) power
- The speaker compares "looking for the best deal" to.....
a) living in caves b) hunting mammoths

