Jeannie: Hi Dan, how's it going?

Dan: Hello Jeannie, pretty well, thanks.

Dan: Have you finished your research yet?

Jeannie: Yes, it's all done.

Jeannie: I've spent several weeks on it, from the very beginning of deciding the topic to carrying out the research and writing the essay.

Dan: Congratulations, seems like a big project.

Dan: I know the research is to do with music, but what is it exactly about?

Jeannie: Well, at first I didn't have a _____. , until one day I read a report that said, if _____music is played while people are eating, it may cause some changes in their behavior, but the report _____ the changes in detail. So, I wanted to carry out a thorough _____ into this.

Dan: That's quite unique.

Dan: So, how did you conduct your research?

Jeannie: I started by looking for five different restaurants and then went to each of the restaurants to order some food and observe other people. I mainly focused on how the music is played instead of how people eat. _____ of my observations indicate that the five restaurants have something_____.

Jeannie: They all have a special section to play the music.

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Jeannie: More importantly, although the music is played at different times, the _____ is_____.

Dan: Sounds attractive. I've never read anything about this before.

Dan: In addition to observation, what other research methods have you used?

Jeannie: I also distributed the _____to people dining there.

Dan: What questions are posed in your questionnaire?

Jeannie: Well, the first section of the questionnaire asks subjects to indicate the number of times they have been to the restaurant previously, the number of people they _____ with and whether they think they will return to the restaurant.

These early questions_____musical preferences, but largely act as distractors, the intention being that _____will be_____ _____ think that the survey is about the music being played.

Dan: That sounds very reasonable.

Dan: Did you design the questionnaire by yourself?

Jeannie: Actually, no.

Jeannie: I read an assignment a student _____, which was just kept beside a dictionary in the library.

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Jeannie: I _____it when I was looking something up in the dictionary.

Dan: Oh, you were so lucky.

Dan: Is there any other question included in the questionnaire?

Jeannie: Yes.

Jeannie: Subjects are also asked why they choose to dine at a particular restaurant.

Jeannie: Several reasons are listed in the questionnaire.

Jeannie: I _____ people would put service first, but that's _____

Only about 12% of them have chosen this reason, while the_____of _____think whether they will pick this restaurant depends on _____it has.

Jeannie: They think it's terrible to eat in a crowded place.

Dan: Yes, everyone wants to enjoy a meal comfortably. Then I guess maybe the location of a restaurant is an important factor, since no one likes to waste too much time on the way?

Jeannie: It_____ but nowadays nearly every household has a private car, so they _____ _____ worried about the traffic problem. What I find interesting, however, is that a large percentage of people say

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they will _____different restaurants in the neighborhood on the Internet first.

Jeannie: If one of them _____from its _____, they will choose it.

Dan: Wow, that's really interesting.

Dan: What else then?

Jeannie: Well, the second section of the questionnaire asks subjects to _____ to the music being played by rating, so that the relationship between music and perceived _____ could be _____ directly. As a means of_____ purchase intention, the final section of the questionnaire asks them to _____ the maximum amount of money they are prepared to spend on their _____.

Dan:

So, what have you finally discovered?

Jeannie:

I collected all the questionnaires and analyzed people's answers to get a _____ _____ their reactions to different music conditions.

Jeannie:

The result shows that music has become an_____ part of restaurants.

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If people find there isn't any music during the meal, they will think the restaurant

_____ _____**Jeannie:**

Yes, now music is everywhere in our life.

Dan: Is there any difference in people's_____

_____ musical styles?

Jeannie: Yes, most people think that if _____ is being played when eating, they tend to stay at the restaurant longer and order more food to enjoy the music.

Jeannie:

But this is quite the o_____ of what happens when _____music is played. Many customers think if the restaurant plays classical music, they _____

_____ stay there for another minute, but to finish the food quickly and _____ _____. Because they don't like this type of music at all.

And lastly, about pop music. It's very popular these days, especially among young people, as I've noticed in restaurants. They like listening to this type of music during their meals.

As a result, this _____the possibility of their _____ at the same restaurant.

Dan: Great, I've learned a lot from your research. I think it's meaningful and innovative.

Thanks for telling me, Jeannie.

Jeannie: You're welcome, Dan.

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