6

A You're shopping, and you see two similar products. How do you decide which one to buy? You might think you make this decision by yourself—but this isn't always the case.

Don't believe it? Try this. What word is missing?

APPLE TREE GRASS GR_____

B What was the first word you thought of? Did you think of "green"? That's probably because we influenced your answer. The words "tree" and "grass" made you think of the color green, right? The color of the words also influenced your decision. This is an example of priming.

C Psychologist Joshua Ackerman explains that priming is a way to "use cues[1] to influence your attitudes [and] responses, often without you even noticing." Priming speeds up our decision-making. That's why advertisers use it to persuade us to buy things.

INFLUENCING YOUR THINKING

D Use of color is one type of priming. Did you ever notice that a lot of signs and packaging use the color red? Studies show that red gives people warm and positive feelings. We feel good about products connected with the color red, so we want to buy them. Green, on the other hand, makes products seem natural. Food companies often use green packages to make their food seem healthy.

E Descriptions in ads and signs also influence buying decisions. For example, studies show that if an ad says there's a limit to the number of items you can buy, you'll want more of them. Why? According to psychologists, something becomes more attractive if it's rare.

F The sounds in ads also influence decision-making. For example, advertisers sometimes use rhymes[2] in their ads. In a study at the University of Texas, researchers showed people pairs of messages with the same meaning—one that rhymed and one that didn't. The study found that people are more likely to believe the rhyming message. Rhymes are also easier for people to remember, so when they go shopping, they're more likely to buy the product.

G Advertisers use a lot of techniques to persuade customers to buy their products. You might think you're in control when you shop, but maybe you're not. Priming strategies could be influencing your decisions.

LIVEWORKSHEETS

Task 4: Which product is being advertised below?

1. **Product: _____**

Keep your smile right with Dazzle Bright! You don't have to give up your morning coffee to say goodbye to those ugly yellow stains on your (1)_____. Simply change your brand to Dazzle Bright and in seven days see your smile brighten. Developed in our laboratories Dazzle Bright is the most advanced dental formula on the market today. Try Dazzle Bright for one week. Bright (2)_____ or your money back.

2. **Product: _____**

Say cheese! With the Pixus 2000! Amazing (3)_____ with this simple and easy to carry digital (4)_____ from Pixus. You'll get the sharpest images even when your subject is moving. Great for taking (5)_____ of kids and animals. The Pixus 2000 comes with a fashionable carry case and extensive software to make managing your (6)_____ as easy as smiling. Amazing value for money!

3. **Product: _____**

Get the kids Cracking! Crunchy Crackers are the brand new, fun and nutritious (7)_____ _____. Every box is bursting with crunchy fruity goodness just waiting to explode in your mouth. Crunchy Crackers provide your body with all the vitamins and minerals it needs during the day all wrapped up a fantastic taste. Crunchy Crackers come in three exciting flavours, so don't delay, get cracking today

Task 5: Now fill the gaps in the adverts with the right words below.

photos	photographs	photos	breakfast
cereal	camera	teeth	teeth

LIVEWORKSHEETS