



# The psychology behind DIY

 **2.32** Read and listen to the sentences **with words** from the lecture. Choose the correct meaning or explanation of each **bold word**.

1. The table I bought was cheap, but I had to **assemble** it myself. The instructions were terrible. It took me hours!  
a. build                                      b. deliver                                      c. put together
2. Many business people saw the **potential** for making money with DIY products, so they started to develop products that people could make themselves.  
a. certainty                                      b. difficulty                                      c. possibility
3. Despite the slow economy, the sales of our DIY projects have been very good this month. We hope to **maintain** or even increase sales next month.  
a. improve a little                                      b. keep at the same rate                                      c. slow down
4. Some **consumers** buy furniture that they need to put together themselves because it's cheaper. A **consumer** is someone who \_\_\_\_\_.  
a. buys things                                      b. makes things                                      c. wants to save money
5. More and more businesses are beginning to reduce their dependence on oil because it is not a **sustainable** source of energy. Instead, they are beginning to invest in forms of energy that will always be available, such as wind and solar.  
a. able to continue to exist and grow                                      b. acceptable to everyone                                      c. easy and ready to use
6. My brother likes to do projects in his free time. I've never seen him sit down and just watch television. He doesn't like to be **idle**. Someone who is **idle** doesn't \_\_\_\_\_.  
a. feel alone                                      b. have work to do                                      c. like to relax
7. The researchers are looking for people to be in their study. **Participants** have to be over the age of 21. A **participant** is someone who \_\_\_\_\_.  
a. is 22 or older                                      b. takes part in a research study                                      c. works in a research lab
8. There are two **versions** of the instructions. One is in English, and the other is in Spanish. A **version** is \_\_\_\_\_.  
a. a piece of paper with information on how to do something  
b. a different type of explanation  
c. a form of something that differs from other forms of the same thing
9. I bought a beautiful old table from someone on the Internet for \$100. I took it to an antique dealer and he **valued** it at \$1,000. Do you think I should keep it?  
a. bought                                      b. put a price on                                      c. tried to sell
10. Think about the business implications of the results of the study. Do you think that business owners will change anything based on the research?  
a. extreme difficulties                                      b. possible effects                                      c. special reasons


 **2.34**  **1.38** **LISTEN FOR MAIN IDEAS** Listen to the lecture. It is divided into two segments. Each segment describes a different experiment. There will be a pause of about one minute before you hear the experiment results. Work with a partner to predict what the results will be. Then listen to the results and check your answers.

### Experiment 1

1. What do you think most people in Group 1 did? Why do you think so?
2. What do you think most people in Group 2 did? Why do you think so?

### Experiment 2

3. Which frogs do you think the participants valued more: their own or the expert-made ones? Why do you think so?
4. Which frogs do you think the people who were not involved in the experiment valued more: the participants' or the expert-made ones? Why do you think so?

 **2.35** **LISTEN FOR DETAILS** Read the steps from the first experiment. Then listen and put them in the correct order. Write 1 next to the first step, 2 next to the second step, and so on.

- a. \_\_\_\_\_ They put each participant in a separate room with a bracelet in it, and they did not let the participants take anything into the room with them.
- b. \_\_\_\_\_ They gave each participant a choice. They could take the bracelet apart and put it back together, or they could do nothing.
- c. \_\_\_\_\_ They told the participants to stay in the room for 15 minutes.
- d. \_\_\_\_\_ The researchers divided the participants into two groups.
- e. \_\_\_\_\_ They gave half of the participants instructions on how to take the bracelet apart and create a new design.
- f. \_\_\_\_\_ They told the participants in Group 1 that if they took the bracelet apart, they had to put it back together in exactly the same way.
- g. \_\_\_\_\_ They left the participants alone for 15 minutes.
- h. \_\_\_\_\_ They gave each group a different version of the instructions.