Why we love Black Friday



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

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

