

1 Reactions

Reading

1 Read the article about ASMR. Choose the best subtitle for the article.

- 1 How to make successful ASMR videos.
- 2 Why do companies love ASMR?
- 3 Understanding why ASMR is so popular.

2 Read the article again. Tick (✓) the options that are true according to the article. There may be more than one.

- 1 Topics of ASMR videos can be:
 - a everyday activities that are presented in an unusual way.
 - b artistic activities that people do in silence.
 - c instruction videos on how to learn a particular skill.
 - d films of unusual and exciting challenges that experts have completed.
- 2 While watching the videos, viewers describe:
 - a a sense of calm.
 - b feeling unpleasant physical sensations.
 - c having positive feelings.
 - d some pain in their head or back.
- 3 A study showed that ASMR reactions:
 - a are not based on fact.
 - b are not seen in everyone.
 - c can't be influenced by the viewer.
 - d do not have the same causes for everyone.
- 4 The effects of ASMR:
 - a are better than some other relaxation activities.
 - b are neither beneficial nor harmful.
 - c are seen in people's bodies as well as their minds.
 - d can be measured in the human body.
- 5 Before 2014:
 - a people watched private ASMR channels on social media.
 - b the only place to see ASMR was in TV adverts.
 - c there were no ASMR artists on YouTube.
 - d very few people knew they had ASMR.

3 Match the beginnings of the sentences (1-6) with the endings (a-f).

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| 1 You might discover ASMR accidentally because of | a companies started to make ASMR adverts. |
| 2 ASMR artists often whisper, since | b people show consistent responses to ASMR videos. |
| 3 Scientists think that the sensory reactions are real, because | c some people find it annoying. |
| 4 ASMR is effective because of | d the way it affects heart rates. |
| 5 Due to the popularity of ASMR, | e the way YouTube works. |
| 6 ASMR can produce strong reactions. That's why | f this makes their viewers feel relaxed. |

4 Read the sentences from different research studies. Do they suggest the evidence is strong (S) or weak (W)?

- 1 The most common cause of ASMR seems to be a very quiet voice. _____
- 2 Research into the physical effects of yoga shows clear benefits in the areas of blood pressure and heart disease. _____
- 3 Noise pollution is likely to increase anxiety in some groups of people. _____
- 4 Loud music may affect men and women differently. _____
- 5 Physical exercise has been consistently shown to improve sleep. _____
- 6 Listening to music while you work might help you concentrate. _____